

# **Content Chameleon: How and Why NPR's Content Goes Everywhere**

Zach Brand @zbrand  
Sr. Director Technology & Strategy  
NPR, Digital Media

#nprapi



***“From NPR News in Washington..”*** –Jack Speer et al



***“From NPR News in Washington..”*** –Jack Speer et al



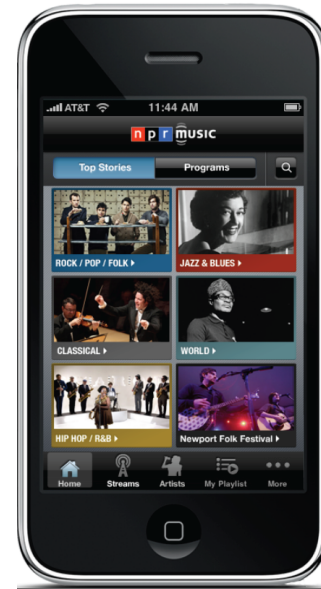
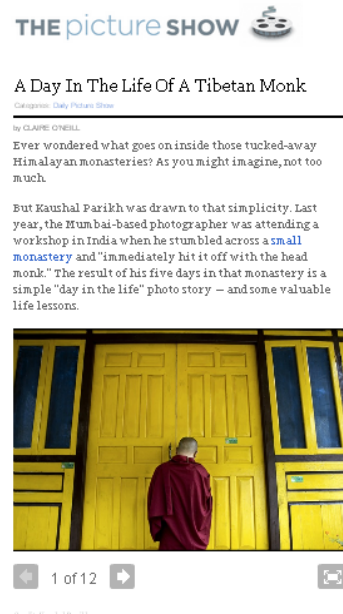
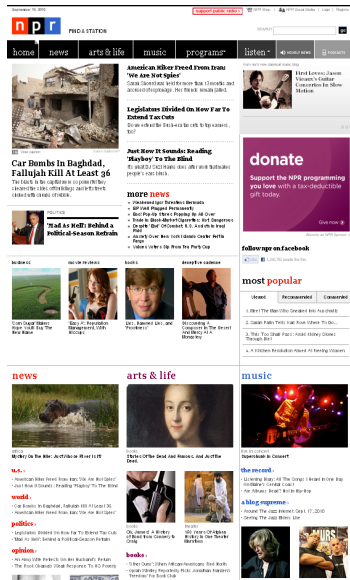
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# NPR Digital Media



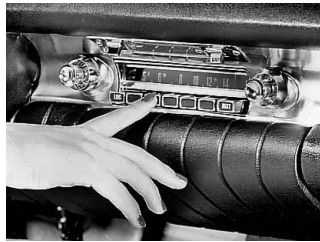


# But First, Some Definitions...

- API: Application Programming Interface
- COPE (Create Once Publish Everywhere)
- Flexible Content
- CrossMedia
- TransMedia



# ***Why Have A Crossmedia Strategy?***



0 - 50

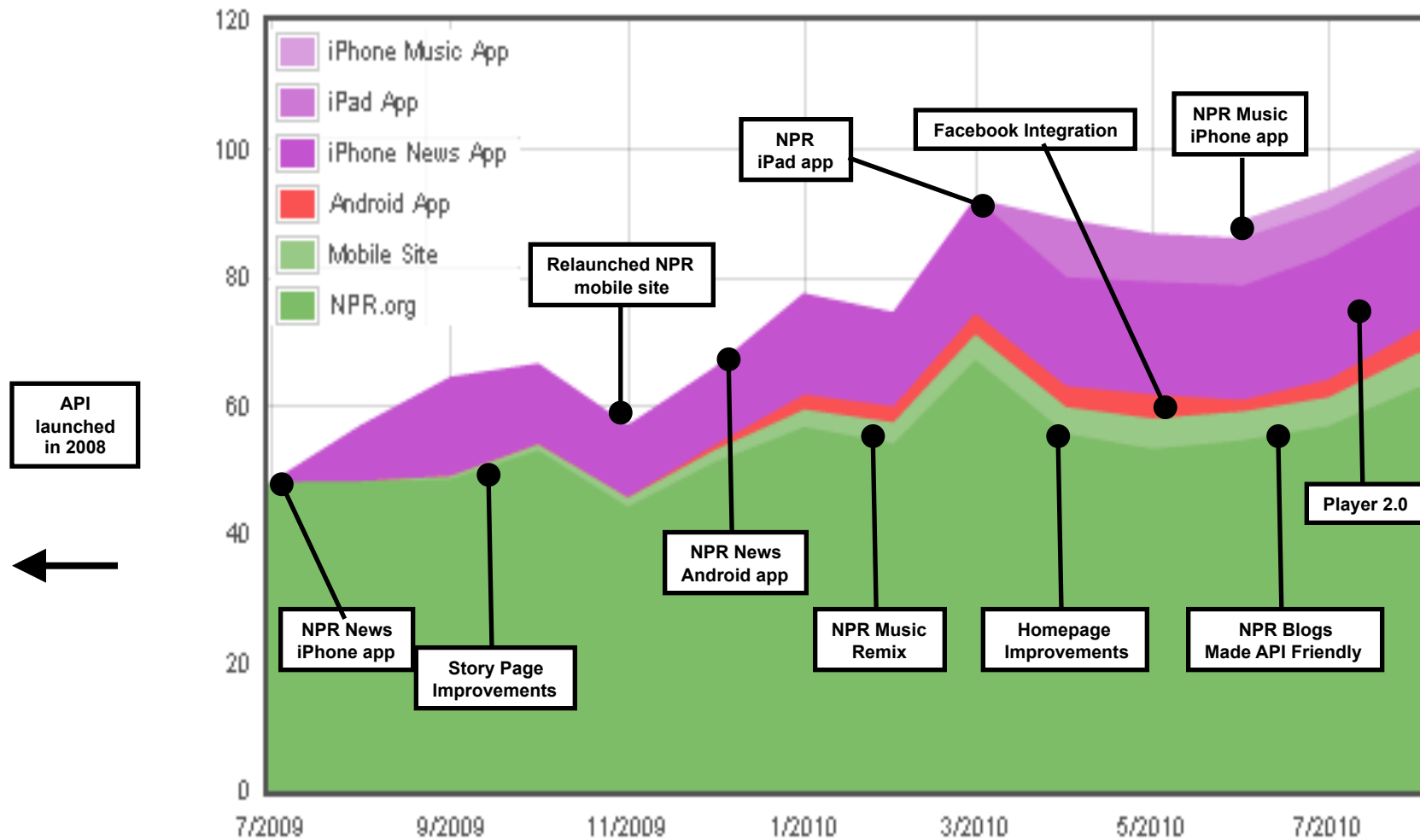


> 1,000,000,000



> 800,000

# What Can Flexible Content Achieve?



Shown in Millions. Source: Omniture. Last updated: September 23, 2010.

## *Who Else is Doing it?*

Google™

facebook®

You Tube

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The New York Times

the guardian

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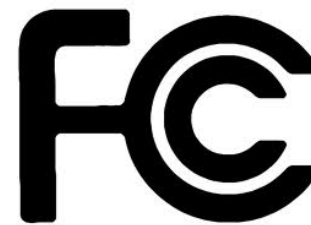
n p r

## *Who Else is Doing it?*



“Everything should be an API”

FCC managing director Steve Van Roekel



# Who Else is Doing it?



### Money Business

**Polifyght** is a website and utility that allows anyone to uncover levels of influence in federal and state-level politics and the news coverage of it. Using data from Sunlight's TransparencyData.com and Influence Explorer, Polifyght allows you to connect the dots between money and politics in Congress. Simply paste the URL or text of a news article, blog post or press release and Polifyght will create an enhanced view of the people, organizations and relationships described within it.

» [Visit site](#)

**Party Time** documents the Congressional Fundraising Circuit. From the early morning hours until late at night, there are opportunities for members of Congress and congressional candidates to meet with supporters behind closed doors, press them for money, and party. Breakfasts, lunches, barbecues, golfing outings, receptions, concerts, basketball, baseball, football—the social whirl is endless.

» [Visit site](#)

**OpenSpend** is a scorecard that analyzes how well U.S. government agencies are reporting their spending data on USASpending.gov. OpenSpend is the most thorough analysis of this federal grant and loan data ever conducted.

» [Visit site](#)

**Influence Explorer** connects the dots of political contributions on the federal and state level allowing you to track influence by lawmaker, company or prominent individual.

» [Visit site](#)

**Checking Influence** is a new tool from the Sunlight Foundation that you can use to find out how companies you do business with every day are wielding political influence through lobbying and campaign contributions. Checking Influence helps you be an informed consumer and citizen.

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**Transparency Data** is a central source for all federal and state campaign contributions made in the last twenty years. Here you can begin your search, find the information you need and then download records of what a candidate has received, what an individual has given, and how much companies and their employees have given.

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### The Low-down on Congress

**Stream Congress** is a comprehensive web app that compiles, in real time, all Twitter, YouTube videos and floor updates from members of Congress into a single customizable information newfeed.

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**Polkitwidget** makes inserting information on a Member of Congress into a blog post as easy as embedding a YouTube video. We have 10 free widgets that help you display lawmakers' top campaign contributions, earmarks they have requested, their voting record on any current bill, where their fundraisers are, along with many others.

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**Open Congress** brings together official government data with news and blog coverage, social networking, public participation tools, and more to give you the real story behind what's happening in Congress. OpenCongress is a free, open-source, not-for-profit, and non-partisan web resource with a mission to make Congress more transparent and to encourage civic engagement.

\*Sunlight provides grant support to the Participatory Politics Foundation for this site.

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**The House Staff Directory** empowers the public to better communicate with their elected representatives by making available staff names and (public) phone numbers and addresses. In addition to legislative offices, the directory also includes staffers from offices that support House activities. It is no secret that congressional staff are the lifeblood of Congress, but identifying the best staffer to speak with about a particular issue is a daunting challenge.

» [Visit site](#)

### Reporting Projects

**Lobbyist Registration Tracker**, is a database which allows user to see lobbying registrations as they're submitted and the trends in issues and registrations over time.

» [Visit site](#)

**Follow the Unlabeled Money**, a product of the Sunlight Foundation Reporting Group, is a searchable database tracking organizations that are paying for ads and other forms of political communication.

» [Visit site](#)

**Foreign Lobbying Influence Tracker** digitizes information that representatives of foreign governments, political parties and government-controlled entities must disclose to the U.S. Justice Department when they seek to influence U.S. policy.

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**Sunlight Campaign Ad Monitor** allows anyone to report information on the political advertising they see on TV, hear on the radio or view online.

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**House Expenditure Database** On November 30, 2009, the U.S. House of Representatives released the quarterly Statement of Disbursements online for the first time. Since the Office of the Chief Administrative Officer posted these in PDF format, Sunlight created a searchable database of each House member's expenditures. This database contains information that is a subset of the information provided in the PDFs.

» [Visit database](#)

# ***Our Technical Principles...***

- **Don't *Attempt* to Build the 'One System'**
- **COPE (Create Once Publish Everywhere)**
  - COPE drives all other architectural decisions
  - Realized at NPR with the NPR News API
- **Content Management Tools & Presentation Layers**
- **Understand Your Atom**
  - Story is the Atom for NPR
  - Stories contain 'Assets' (ie. text, audio, video, images, etc.)
  - Stories belong to 'Lists'
- **It is better to be incomplete than inaccurate**



Good Tools  
Good People

...

Flexible Content





1997  
(No CMS)



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December 10, 1997



#### Looking for the Latest News?

• Listen to NPR news on the hour: in [RealAudio: 14.4](#) or [28.8](#). Or try [NetShow](#) 28.8 or higher.

#### Highlights Today

- Listen to the premiere of [Looking For Mary](#), a documentary on one woman's spiritual search.
- Check out Radio Expedition's new [Frontiers in the Sea](#) site, with an interactive expedition and unique tours of all the marine sanctuaries.

#### The End of Life

Take a few minutes to check out this incredible [online companion](#) to NPR's year long look at Death and Dying in America. You can revisit some of the [stories](#) you heard on the air, look at [dozens of readings](#) and experience some of the most poignant [postings](#) in our *Tell Your Story* section.

This site is best viewed with [Netscape 3.0](#) or [Microsoft Internet Explorer 3.0](#). A [text only](#) version is also available.  
We change the content on this site many times a day. We suggest you hit your refresh/reload button often.

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2003  
(CMS)

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#### NPR Audio Online

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#### Search for Answers Begins in Columbia Shuttle Disaster



Authorities continue their search for debris and answers in the loss of the space shuttle Columbia, which broke up as it prepared to land Feb. 1. NPR News and npr.org offer comprehensive coverage, including:

- updates on [recovery and investigation efforts](#)
  - an audio history of [manned space flight](#)
  - the Columbia story on-air, [from its first moments](#)
  - photos and profiles of [crew members](#)
  - one American's [poetic reflection on the lives lost](#)
- [Share your thoughts with the NPR Online community.](#)

#### Terrorism in Southeast Asia: An NPR Special Report

In a five-part series for *Morning Edition*, NPR's Eric Weiner and Michael Sullivan examine the spread of terrorism in Southeast Asia. In Part One, Weiner reports from the Philippines -- a Roman Catholic country that seems an unlikely place for an al Qaeda cell, but where investigators believe the militant Islamist group gained its first foothold in the region.

##### 'Starry Skies Will Keep Them Safe'

A 16-year-old's reaction to the crash of the space shuttle Columbia.

##### John Glenn's Orbital Flight

Walter Cronkite's 40th anniversary retrospective on John Glenn's historic first trip into space.

##### An Interview with Astronauts Anderson and McCool

NPR's Tavis Smiley spoke with shuttle Columbia's pilot, Willie McCool, and payload commander Mike Anderson, as they orbited the Earth in late January.



#### **NPR's Mideast Coverage: Audio, Transcripts**

**COVERAGE** Due to intense interest in Mideast events, NPR makes available -- at no charge -- transcripts and audio of reports about the Mideast produced by NPR in its newsmagazines. This includes the



[more news...](#)

#### NPR MUSIC

##### The Music of Space

Distant signals provided the basis for a Kronos Quartet performance.

##### The St. Olaf Choir

Seventy-five voices raised in tribute to music from the Renaissance to modern spirituals.

##### 

Bebe Winans on gospel music's role in soothing pain.

#### • Driveway Moment

##### 'War Is a Force That Gives Us Meaning'

This story was suggested by Sarah, who listens to [WOL](#) in Des Moines.

[What is a 'Driveway  
Moment?'](#)



2005  
(CMS)

[Hourly News Summary](#)  
[24-hour Program Stream](#) | [Schedule](#)

November 3, 2009
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### Eli Sweet: An American Rapper In Chengdu

Atlanta native Eli Sweet moved to Chengdu, China, nearly two years ago to learn Chinese and discover a new way of life. The energetic American raps in underground clubs with Chinese hip-hop artists - and says he runs across "an endless stream of adventure." [MORE VIDEO »](#)

#### Boarding Schools Generate China's Sport Stars

Education

In order to wage sporting battle, China has long poured an inordinate amount of money into elite athletes and the schools that train them starting at the age of 4.

#### Beijing's Changing Face

[Video »](#)

#### China's Role in Africa

As China's profile has grown in Asia, so have concerns about Beijing's hands-off policy on internal affairs and human rights issues.

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## OLYMPICS 2008

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2008  
(API)

# NPR's Target Audience for the API

## ■ Ourselves

- Supports the entire organization
- Improvements to our workflow

## ■ Stations

- Enables us to serve our audience better
- Enables our stations to serve their communities better

## ■ Partners

- Creates new opportunities because - easy to implement with very little integration cost
- Makes existing opportunities easier to maintain and grow

## ■ Public

- Engages the community – part of NPR's Public Service Mission
- Lots of great widgets, tools, sites built using the API

## Launch Expectations:

Improve development efficiencies for NPR.org

Some sophisticated stations will use the API

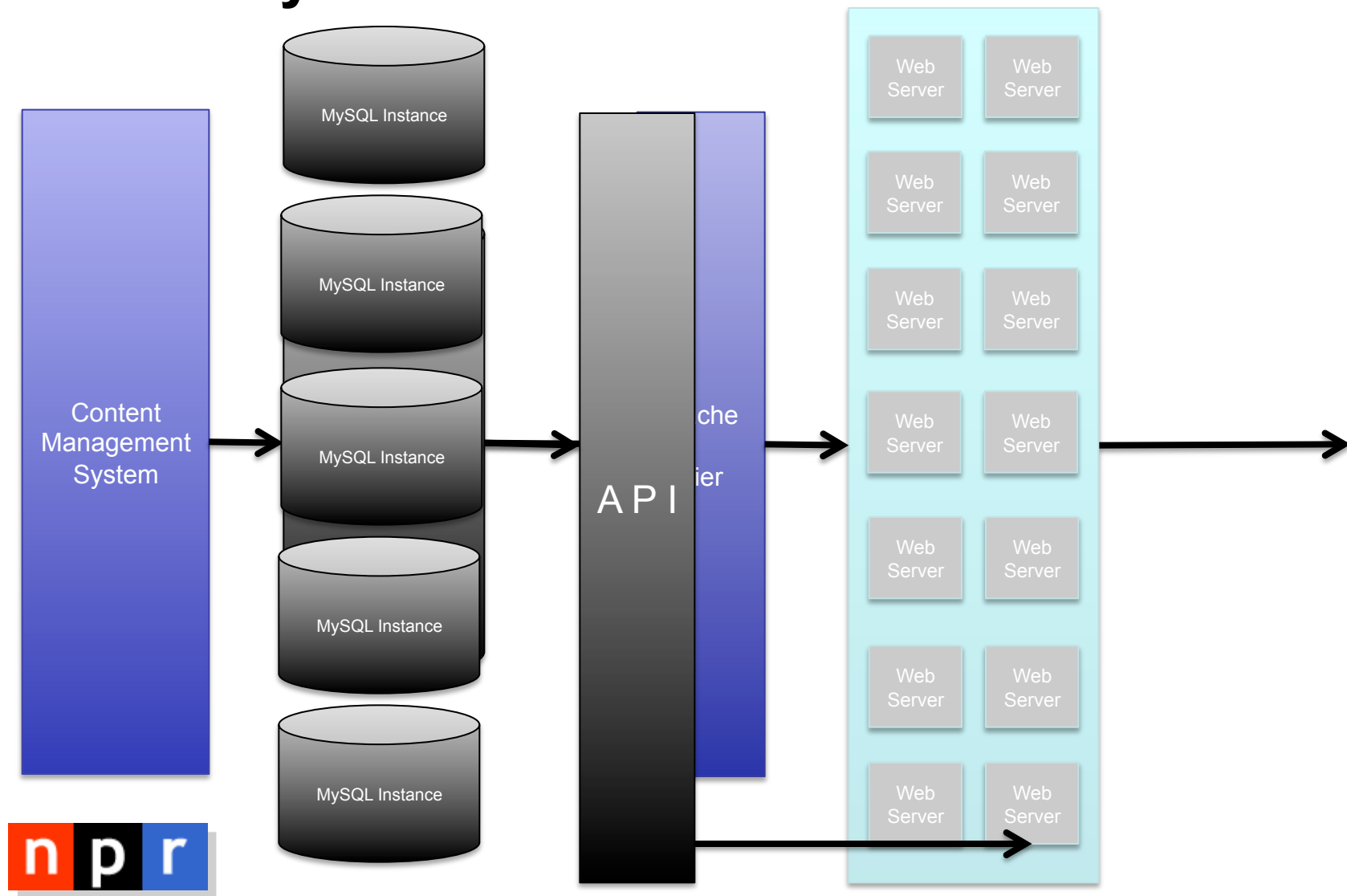
Partner integration will be easier

The public will do amazing things with the API

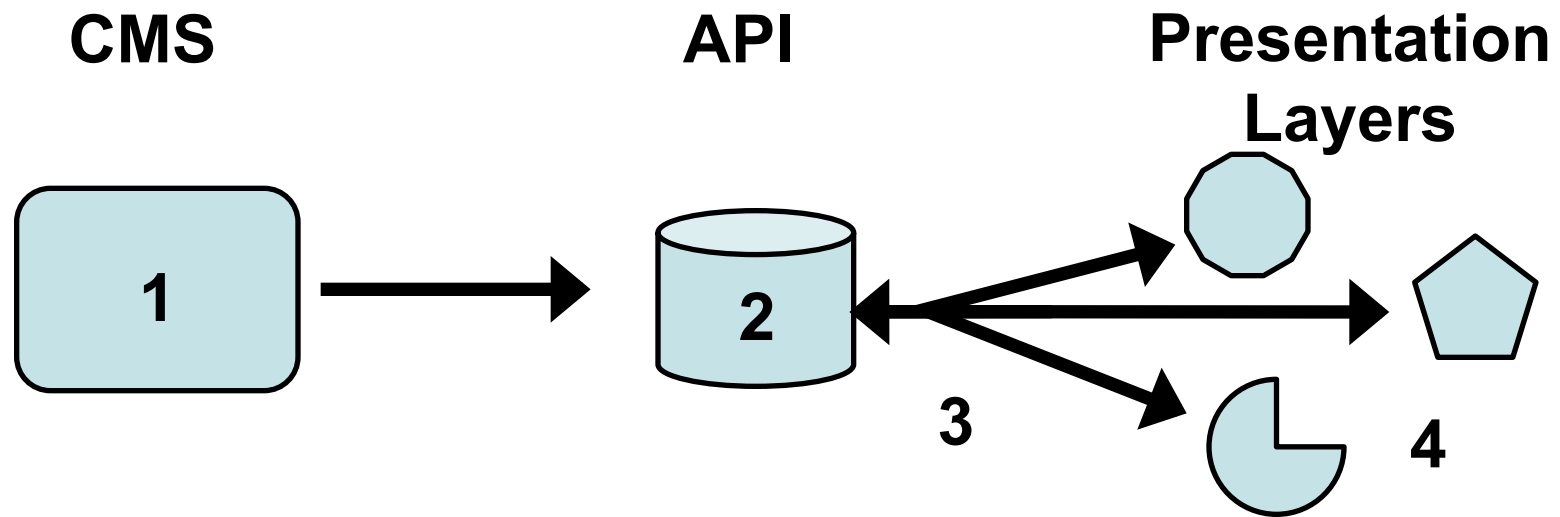


# NPR's System in 2008

## NPR's System in 2007



## *The Life of a (FLEXIBLE) Story at NPR*



# 1: NPR CMS

Save And Exit

Cancel

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Layout

Send for edit

Schedule/Publish

Create Story (Story was Published on Apr 1, 2010 5:34 PM) [Help](#)

Main Fields \*

Unique ID: [125322033](#)  
Author: [Vikki Valentine](#) at 2010-03-29  
Last Editor: [Krishnadev Calamur](#) at 2010-04-01

? Title (required)  
A Space Voyage To Genesis

? Subtitle

? Teaser (required)  
(Tags: <em>, <strong>)  
Telescopes and probes send us images of stars flickering in and out of existence on a somewhat frequent basis. But Hubble has delivered something rare to the human eye: the birth of an actual solar system.

? Mini Teaser  
(Tags: <em>, <strong>)  
Take a journey through our galaxy to witness the rare birth of a solar system.

? Window Title  
Allowed Types: Generic, News Package, Series, Sub-Series, Genre  
A Space Voyage To A Solar System's Genesis

? Title, Short Version

Publish and Display Date: [what's this?](#)  
April 1 2010 9 53

? Page Type:  
Generic Story

? Enable/Disable Comments:  
Default

? Story Status:  
Independent Story

? Display Transcript (for mini-buildout): ☐

? Organization:  
NPR

? Priority Keywords  
(separated by commas)

? Keywords  
(separated by commas)

? Correction Title

? Corrections

## 2: NPR API

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### 3: API → Presentation Layers (or other Apps)

API USER FROM  
THE INTERNET\*

\*Includes requests from NPR.org, NPR mobile products, NPR member station sites, partner implementations and the general public





## 4: Examples of Presentation Layers

April 1, 2010

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### A Space Voyage To Genesis

by ROBERT KRULWICH



Listen To A Puzzler: Where Are The Earth-like Solar Systems? [7 min 12 sec]

+

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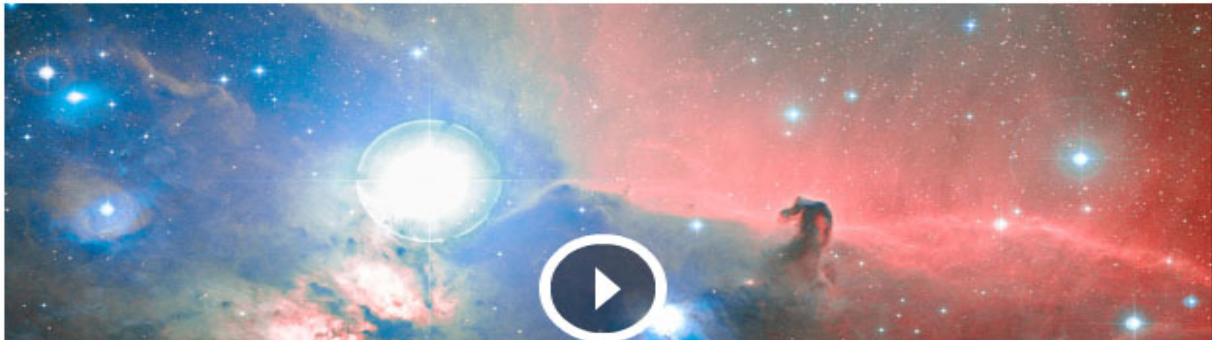
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This was a first for me. The images in the video below are real. They are images (many from the Hubble telescope) patched into a virtual galaxy so we can click our way across the Milky Way to seek out a very particular, very distant star. "What you see here," says author Michael Benson, "is a Genesis. Not ours, someone else's."

**Video: See The Birth Of A Solar System**



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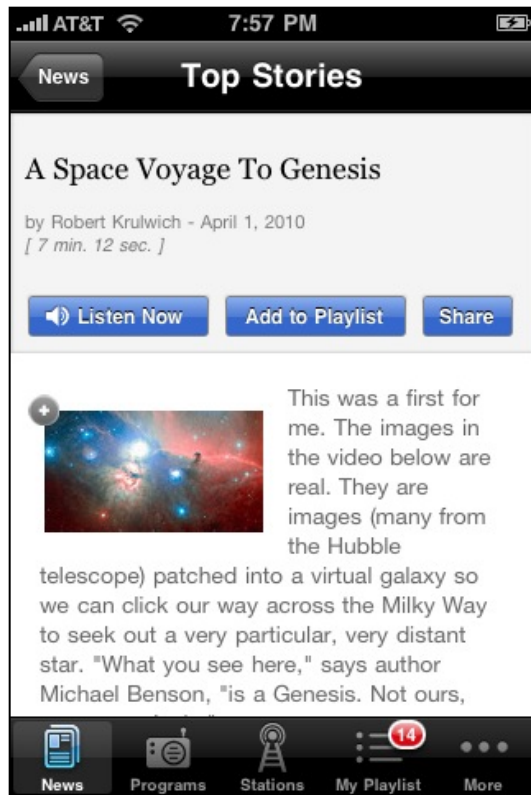
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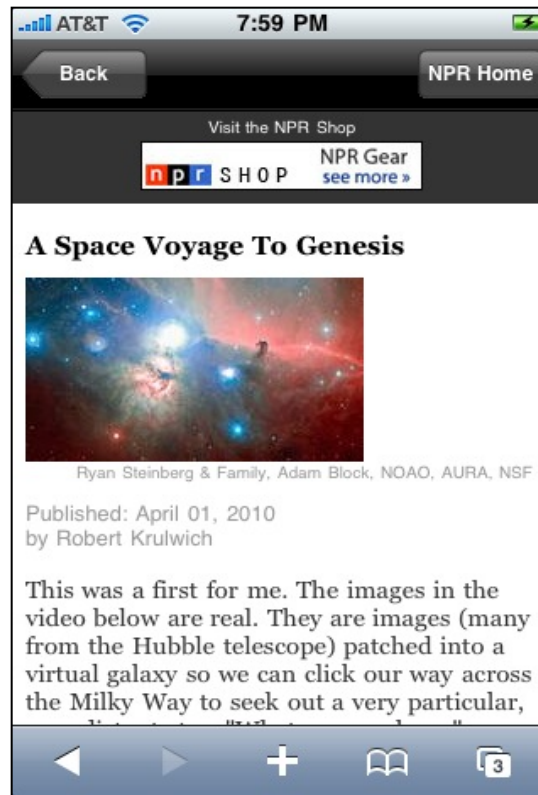


**The Bus Stop**  
Lulu Miller talks to Benrath Senior Center about their novel approach to caring for Alzheimer's and Dementia patients.

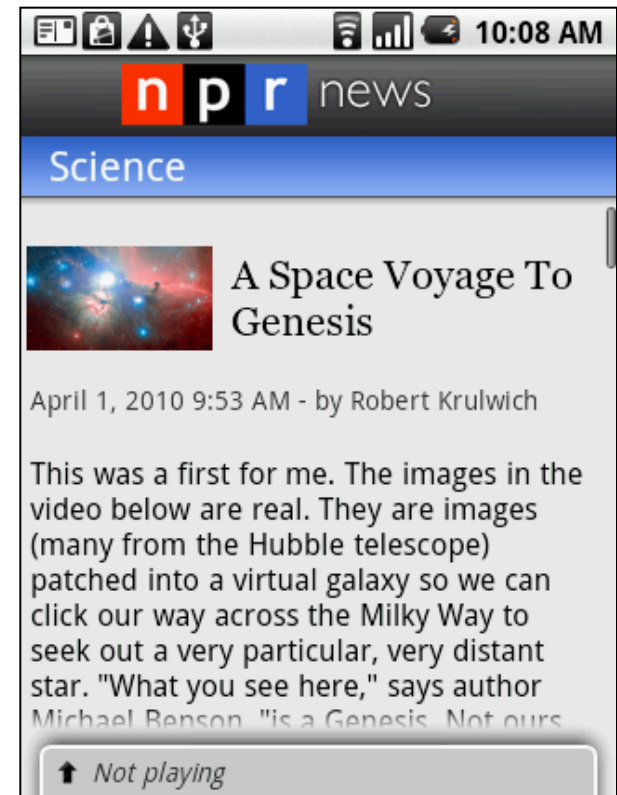
## iPhone App



## Mobile Site



## Android App



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KRULWICH ON SCIENCE

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Space



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A Space Voyage To Genesis

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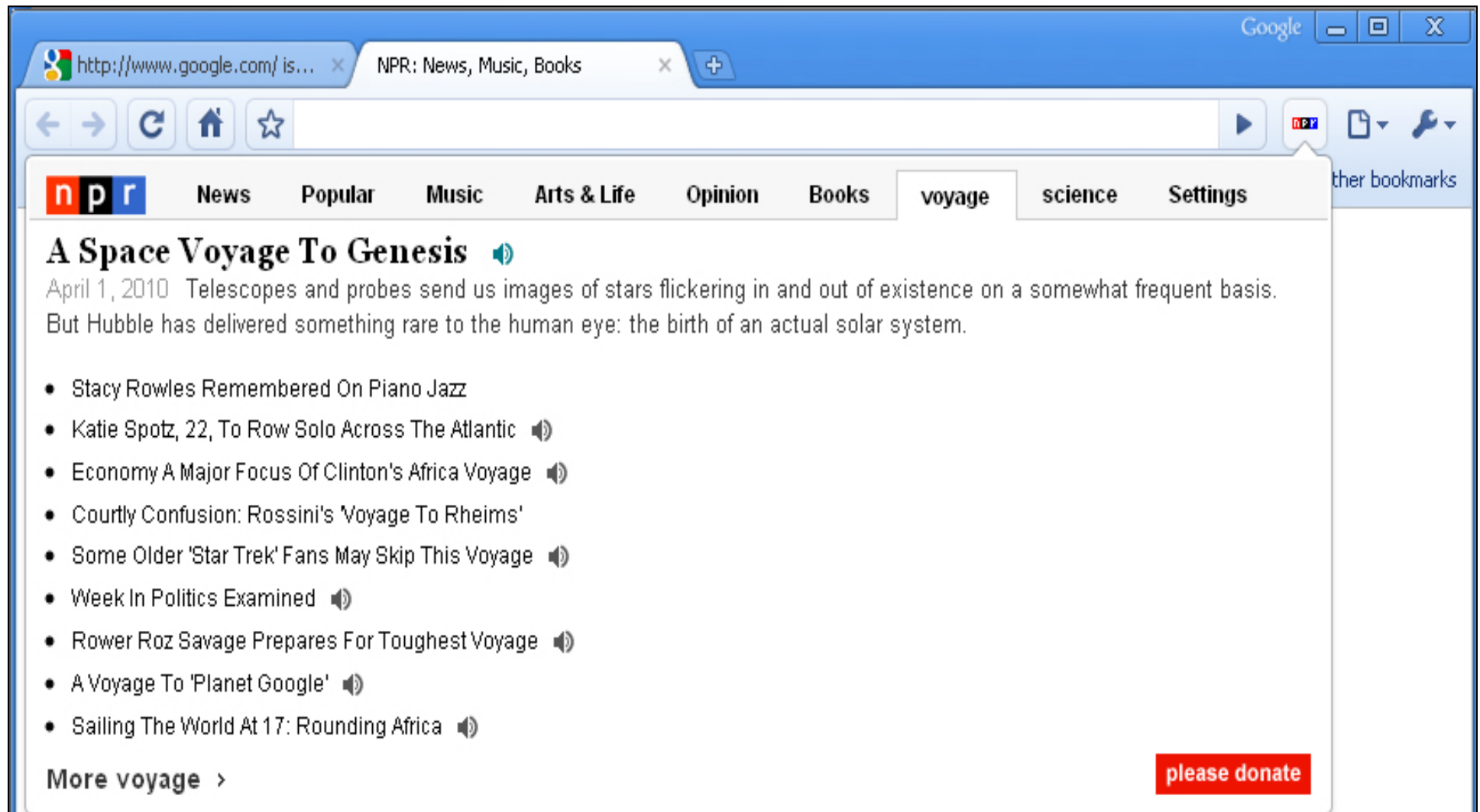
Lunar Rover Is Spotted For  
First Time In 37 Years

add to playlist

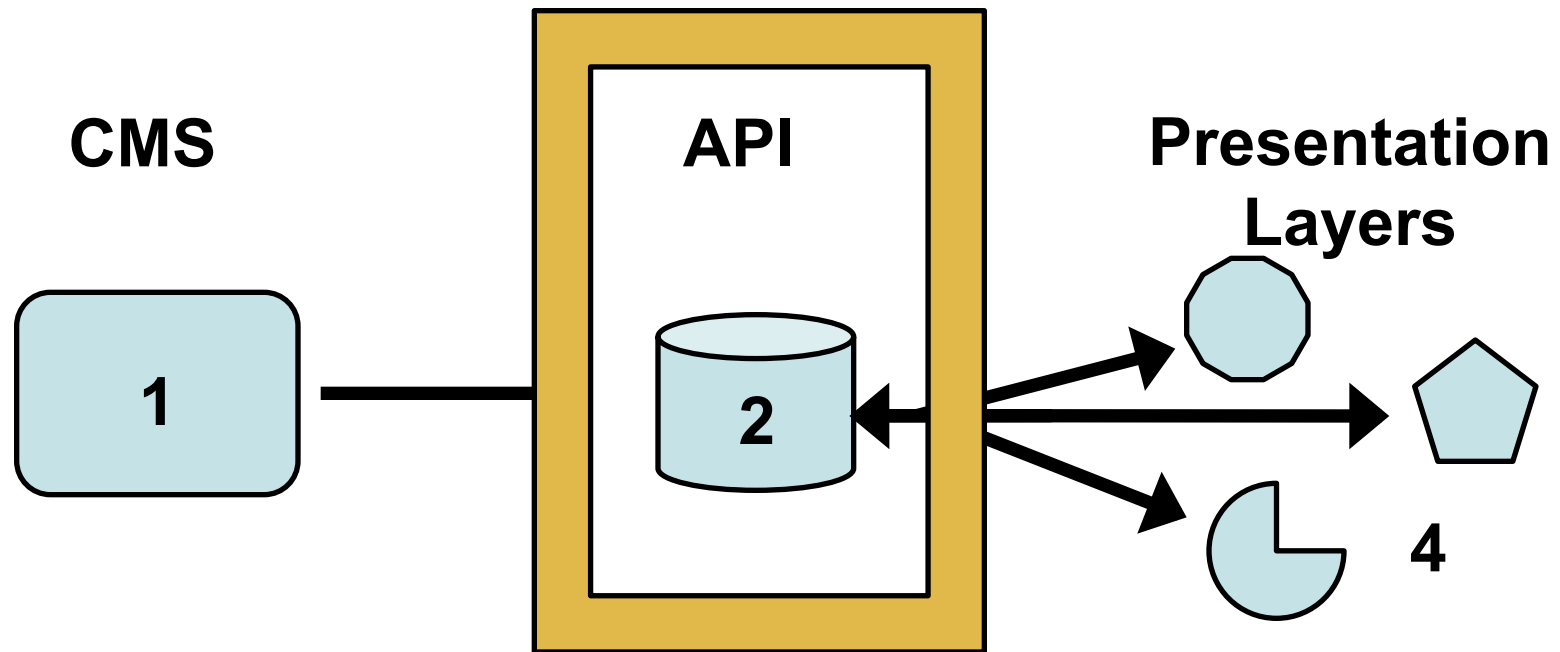
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# Google Chrome Extension

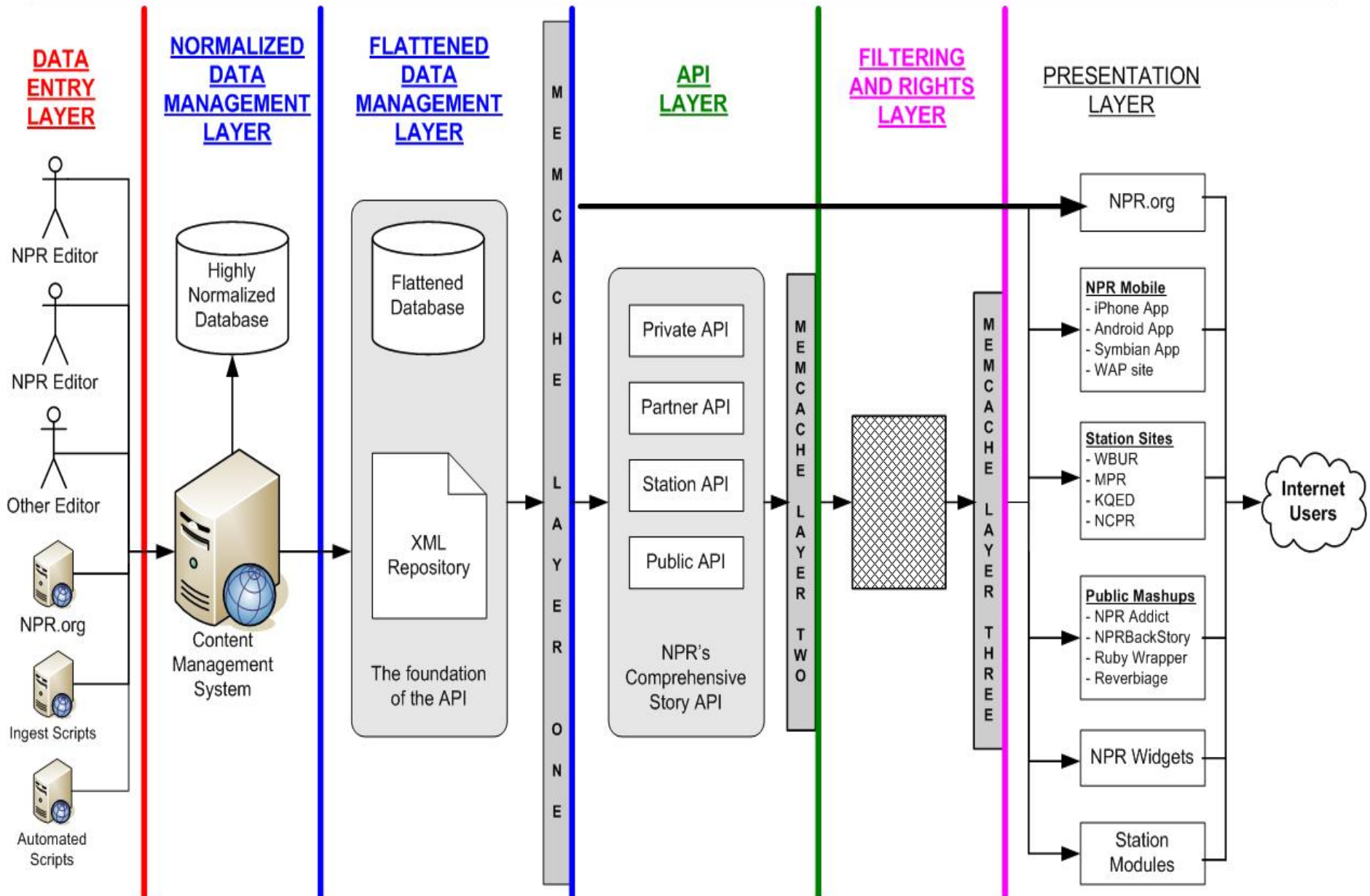


## *The Life of a (FLEXIBLE) Story at NPR*



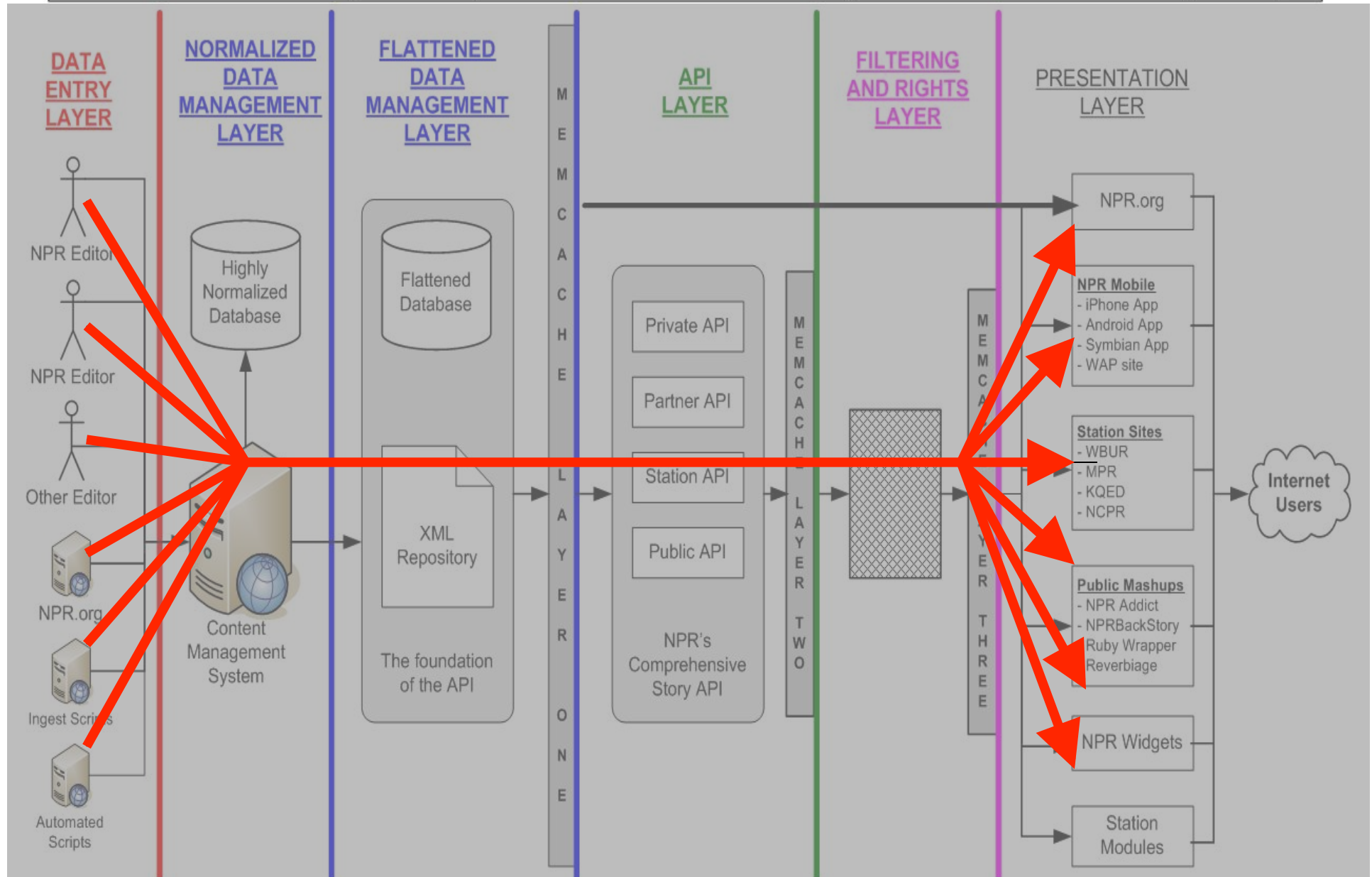
# System Architecture Supporting COPE (2008)

NPR's Content Management Pipeline - Demonstrates COPE (Create Once, Publish Everywhere)



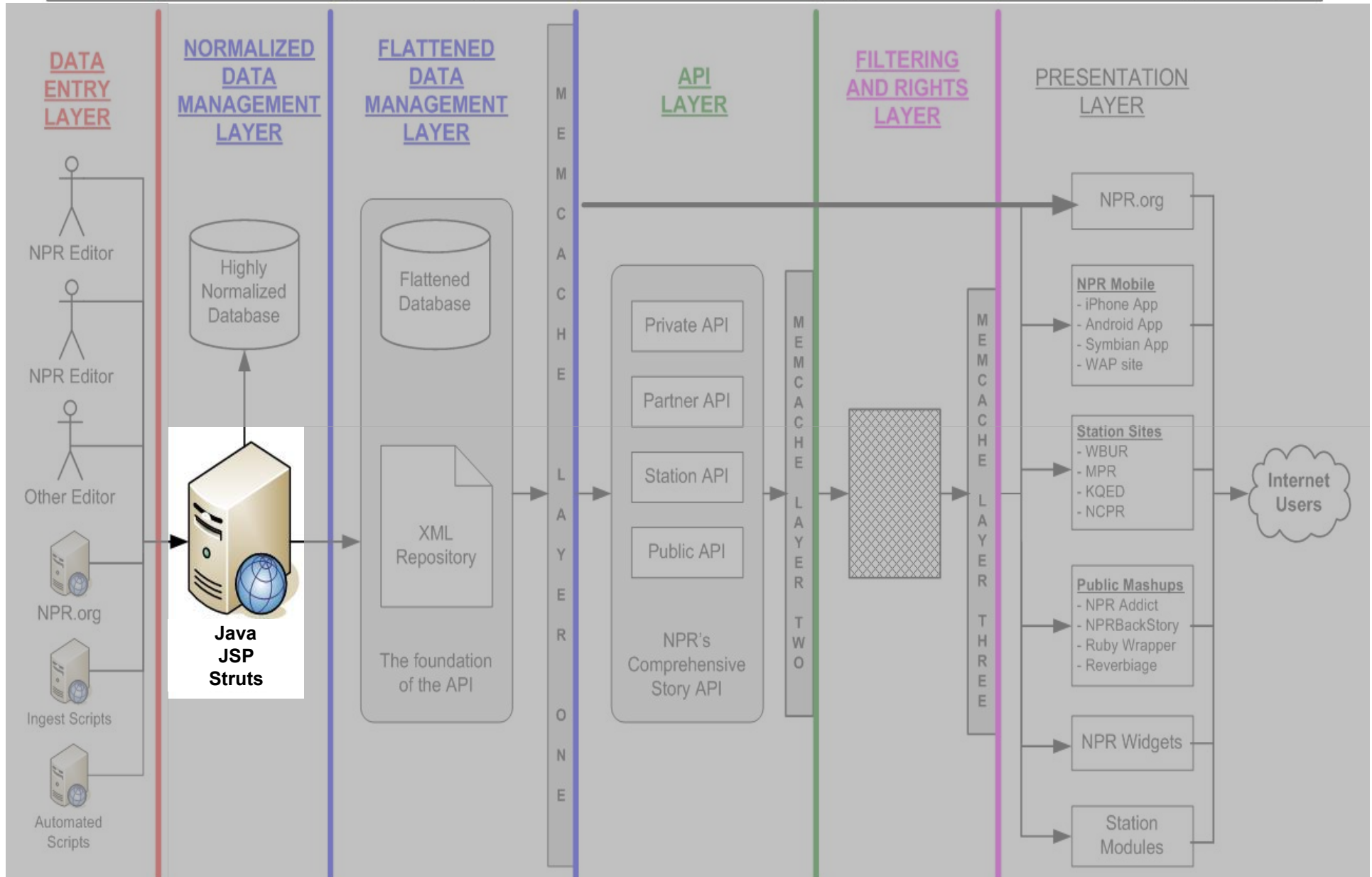
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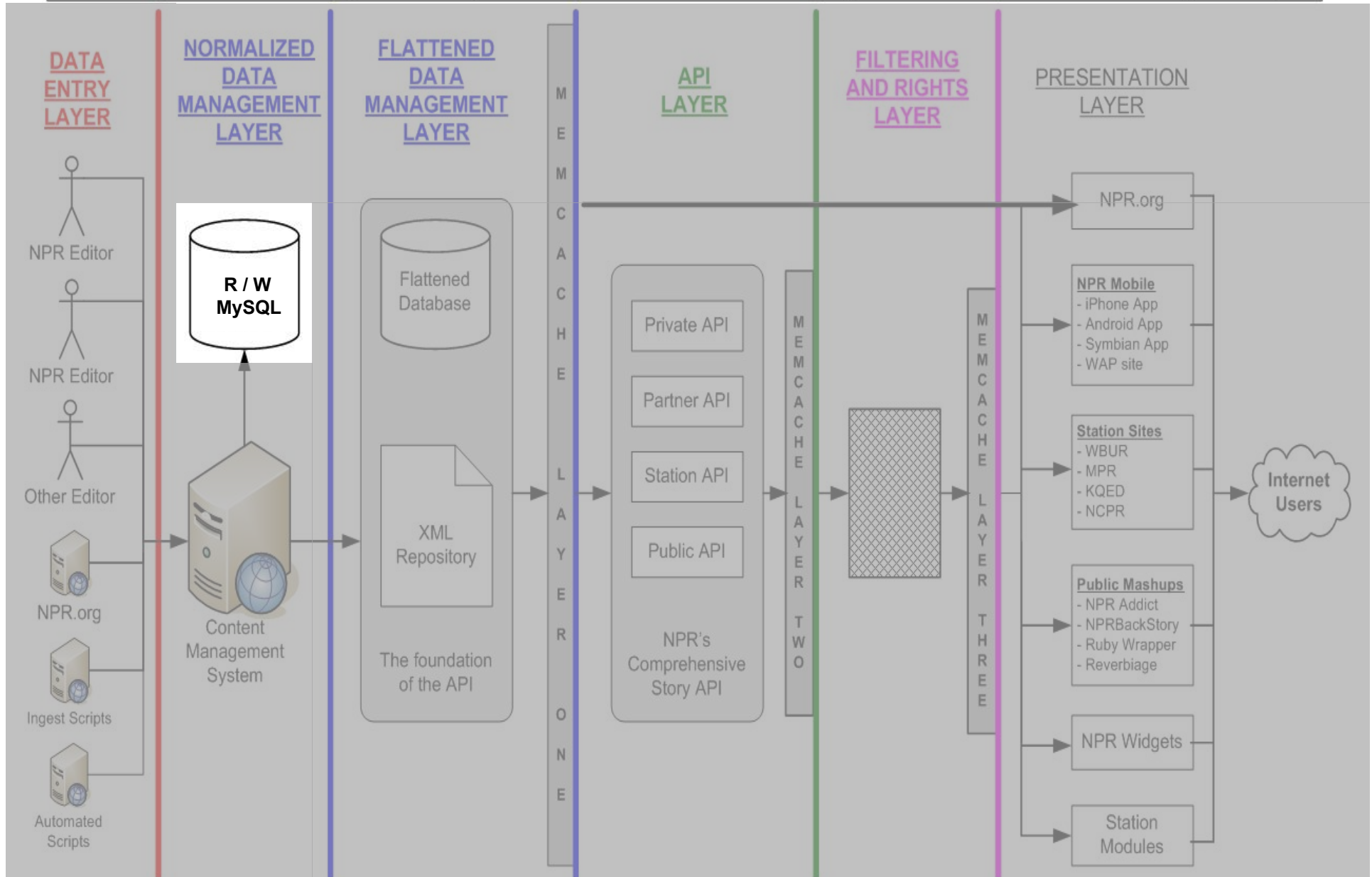
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# System Architecture Supporting COPE

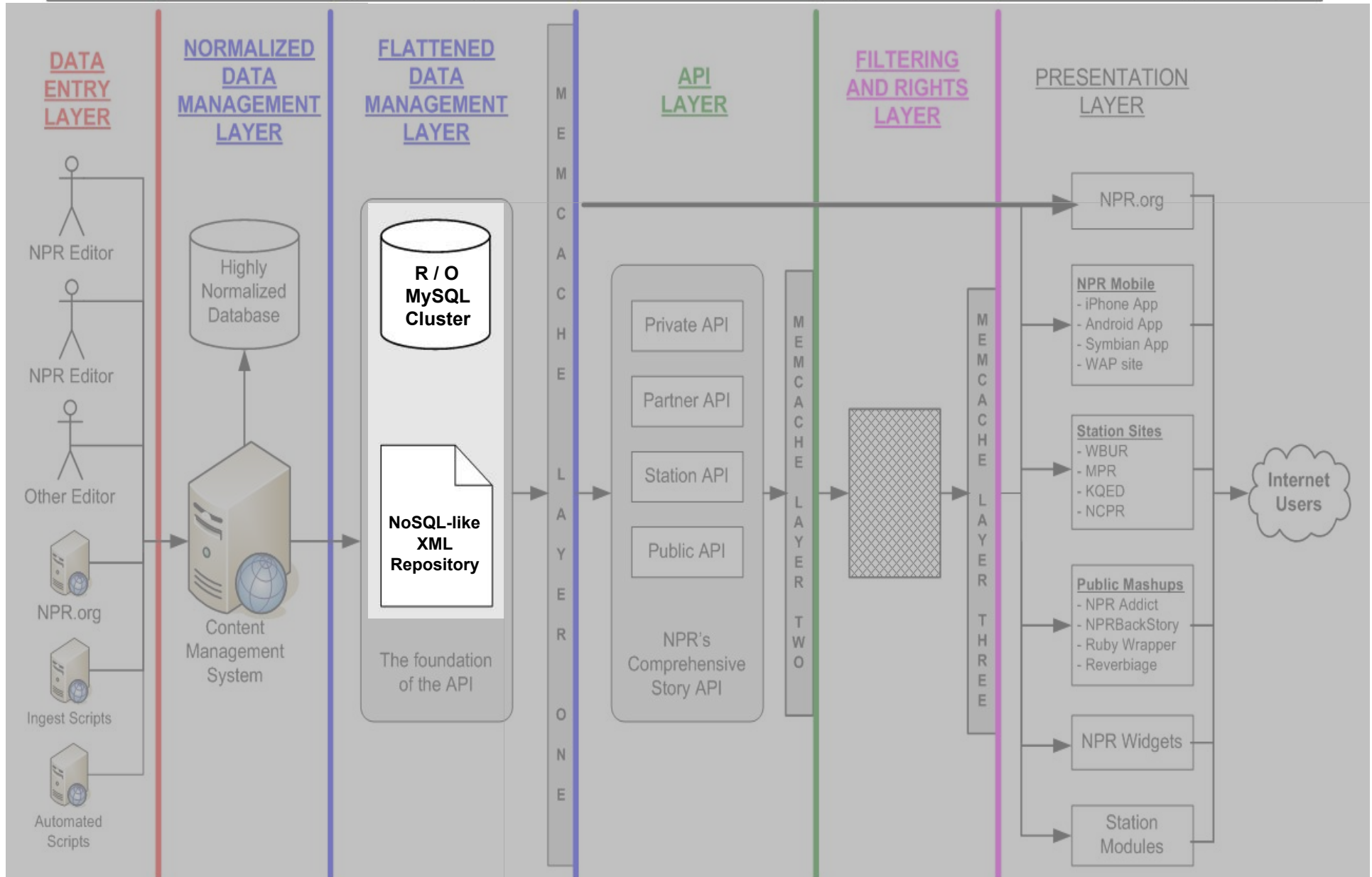
NPR's Content Management Pipeline - Demonstrates COPE (Create Once, Publish Everywhere)





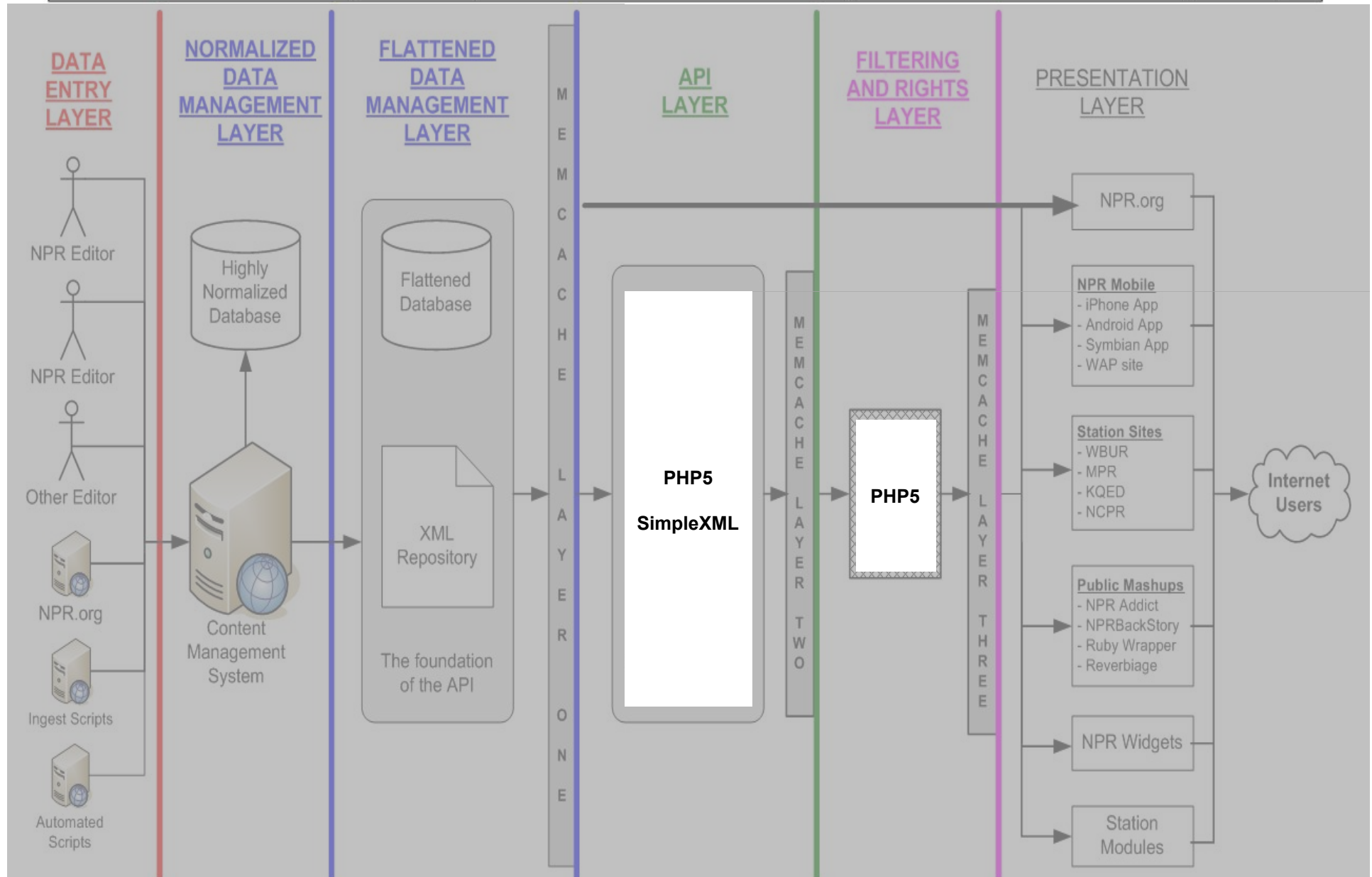
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# System Architecture Supporting COPE

NPR's Content Management Pipeline - Demonstrates COPE (Create Once, Publish Everywhere)







## A Space Voyage To Genesis



 LISTEN NOW

By ROBERT KRULWICH

April 1, 2010 9:53 AM

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This was a first for me. The images in the video below are real. They are images (many from the Hubble telescope) patched into a virtual galaxy so we can click our way across the Milky Way to seek out a very particular, very distant star. "What you see here," says author Michael Benson, "is a Genesis. Not ours, someone else's."

Michael Benson is a reporter, filmmaker and author of a number of books that feature gorgeous pictures of objects in space. He hangs out with a ragtag community of amateur astronomers including "ugordon" from Croatia, "ngunn" from Wales, "nomisn" from Melbourne, "volcano" from Tucson, and "floyd" from Boston. Together, they collect images. The images aren't theirs. They are mostly images taken by government space telescopes and posted on public Web sites. Benson and the others download the raw digital data, render them into black and white, then edit, colorize, and sometimes animate them. Then they swap what they've done at [UnmannedSpaceflight.com](http://UnmannedSpaceflight.com) and wonder at the amazing things they see.

Benson is really good at this. For example, here's his rendering of the Crab Nebula, which is about 6,500 light-years away. The image came from a space telescope; the color is Benson's: a baby blue cloud of gas left over from an exploding star that erupted in A.D. 1054 Earth time.

That rich aquamarine is Benson's approximation of what helium, ionized hydrogen plus a dash of carbon, oxygen and nitrogen might look like to a visiting human with slightly larger-than-life eyes.

Here's an amazing one: two galaxies, called "The Antennae," colliding. This image, says Benson, is "a preview of what will happen when the Milky Way meets Andromeda in about 2.5 billion years."

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5. [9 Charged In Bullying Of Mass Teen Who Killed Self](#)
6. [Bullying Case Warrants Jail Time, Says South Hadley Parent](#)
7. [In Wayland, A Duck Boat To The Rescue](#)
8. [Stomach Virus Is Surging In Boston](#)
9. [Apple's iPad To Hit Stores This Week](#)
10. [Roxana Saberi: Caught 'Between Two Worlds'](#)

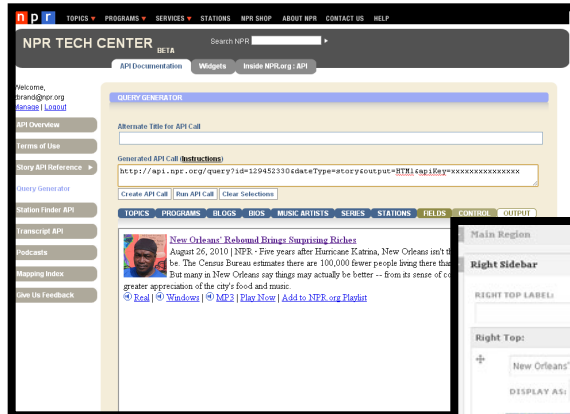
### UNDERWRITING

18+

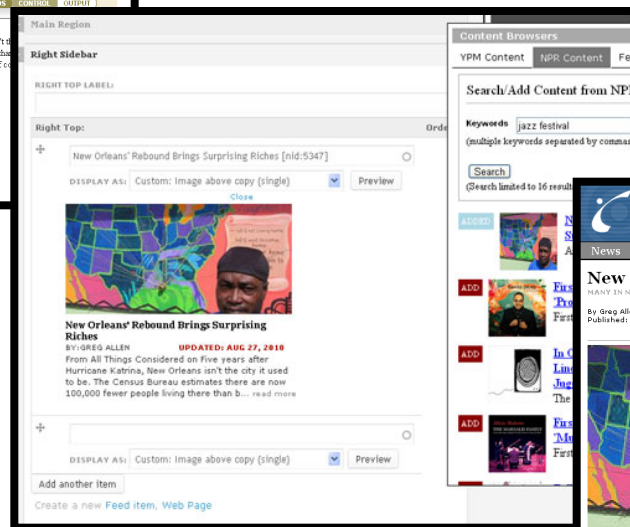


# Connecticut Public Broadcasting

## NPR API



## CPTV's Drupal Based CMS



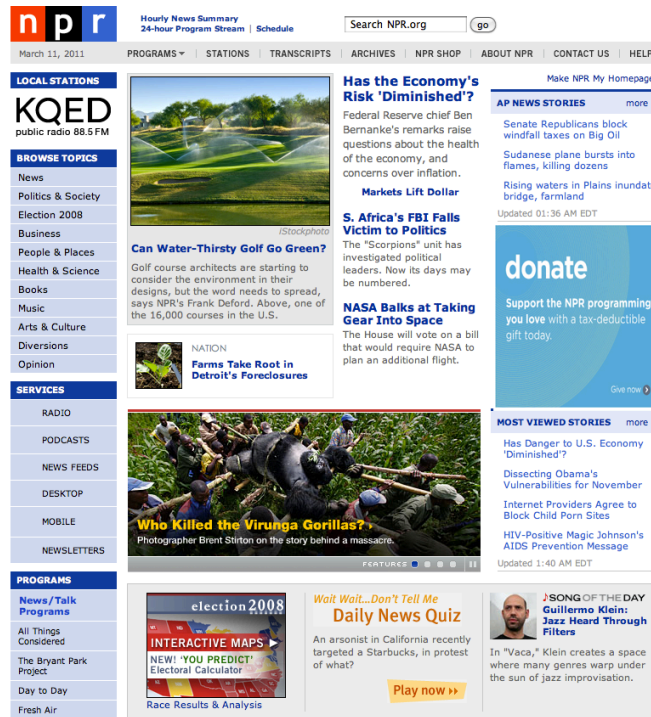
## Website



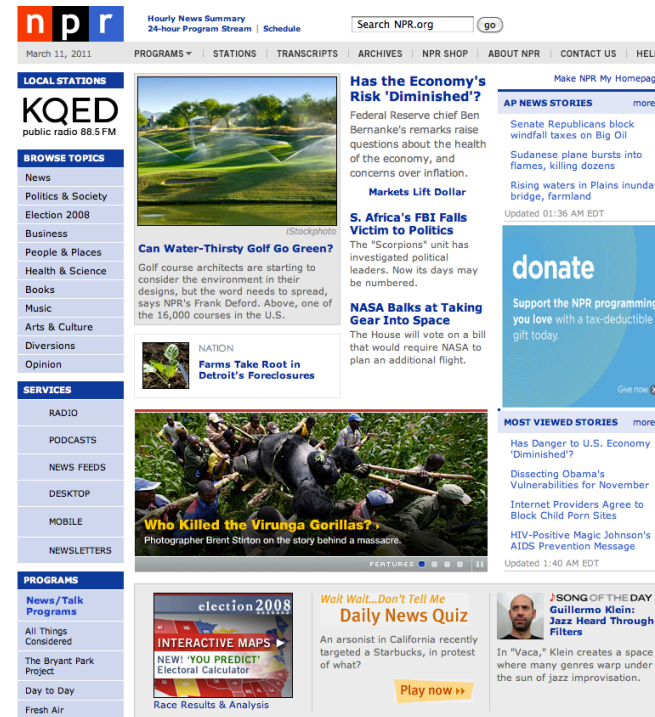
So What did We  
Learn....



# #1 Flexible Content is Design Agnostic



Home Page Design Pre-API Launch



Home Page Design Post-API Launch



# And Good Design Requires Flexibility Too...

You Still Have to Make the Presentation Compelling

Chilean miner »  
**On the Run: Chilean Miner Finishes Race**  
New York Times - Thomas Kaplan - 29 minutes ago  
Edison Peña could be forgiven for having to slow to a walk at times during the New York City Marathon on Sunday. His training, after all, came via subterranean loops of only a few miles at a time, with the tunnels of a collapsed gold ...  
Chilean miner thanks America for NY marathon support Telegraph.co.uk  
Chilean miner wins NY hearts by finishing marathon Reuters  
The Press Association - The Guardian - TMZ.com - People Magazine - Wikipedia: 2010 New York City Marathon  
all 2,528 news articles »

India »  
**Diplomacy, Diwali, dinner** ...  
USA Today - Calum MacLeod - 1 hour ago  
AP By Calum MacLeod, USA TODAY  
working to get more girls into classroom ... places boys first.  
Video: Obamas dance to Marathi folk song  
Obama, Indian Prime Minister to Hold First Joint Press Conference  
Chicago Tribune - The Canadian Press - Telegraph.co.uk  
all 9,565 news articles »

TCU »  
**Oregon stays No. 1 in BCS** ...  
USA Today - 55 minutes ago  
There was little change in the BCS Bowl Series standings Sunday, other than the ...  
Alabama from prime spot ...  
Video: Thousands flock to ...  
BCS Rankings: Oregon, Auburn, TCU, Boise State and LSU in Top Five  
FanHouse  
Salt Lake Tribune - Bloomberg - Plain Dealer - CBSSports.com  
all 2,113 news articles »

Megamind »  
**Box Office: "Megamind" dominates weekend with \$47.7 million**  
CNN - John Young - 2 hours ago  
The animated comedy "Megamind" drew younger moviegoers with an estimated 52 percent of its audience under 25 years old. "Due Date" came in second taking in \$33.5 million.  
Box Office: Everybody Wins! (But Especially Megamind) New York Magazine  
Dreamworks Animation's 'Megamind' Is a Megahit New York Times  
MTV.com - USA Today - Just Jared - TheHDRoom  
all 1,122 news articles »



## Search For Unity Takes Presidents Beyond The Border

Despite the vitriolic campaign, two longtime senators say there's hope for compromise.

On All Things Considered

Obama: Elections Force 'Midcourse Corrections'

## Among Benefits For Walmart Workers: A Degree

The world's largest retailer is offering its 1.4 million employees a college education.

On Weekend Edition Sunday

## Drug Lord's Death Brings Hope, Fear To Mexican City

Some worry the death of the Gulf Cartel leader could empower a rival mafia, the ...

On ...

## more news

- NYC Marathon: Guts From Chile, Glory To Ethiopia
- Obama Surprised By Political Cost Of Health Care
- Old White Man Turns Into Young Asian Guy In Midflight



View caption Danny Johnston/AP

## Sudden Corn Costs More. Why?

For ... have been paid to farmers for corn, wheat and ... have been shooting up. But so far, ... have held steady for consumers. ... you have to pay the price?

On Weekend Edition Sunday

## MUSIC INTERVIEWS

## 'The Anthology Of Rap': Lyrics As Poetry



games & humor

A Muggle's Dream: Quidditch As An NCAA Sport



music interviews

Why Club DJs Love 'Barbra Streisand'



movies

'Client 9' Chronicles Spitzer's Rise And Dramatic Fall

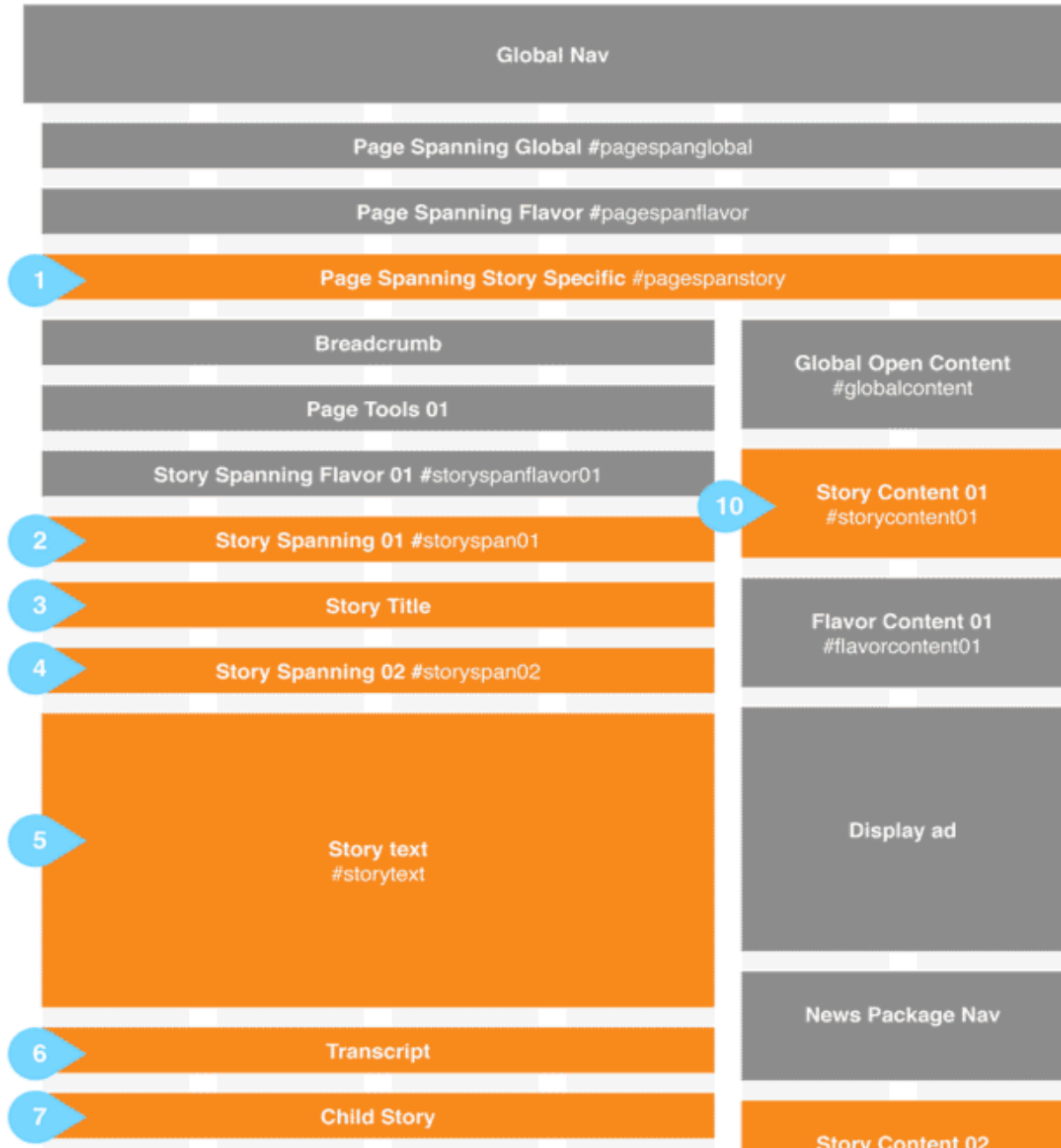


food

Welcoming Fall With An Apple Tart

## Notes

**Story Specific Locations** are used by web producers as they build out a page, based on a page's **unique storytelling requirements**.

**1 - Page Spanning Story Specific**

Can be used for assets that require full page width.

**2 - Story Spanning 01**

Reserved for assets that may need to span entire story well above the headline.

**3 - Headline**

May be suppressed if needed .

**4 - Story Spanning 02**

Reserved for assets that may need to span entire story well below the headline. The default order of assets:

- Correction
- Featured audio/video
- Non-featured audio/video
- 4 col photo
- other 4 col assets

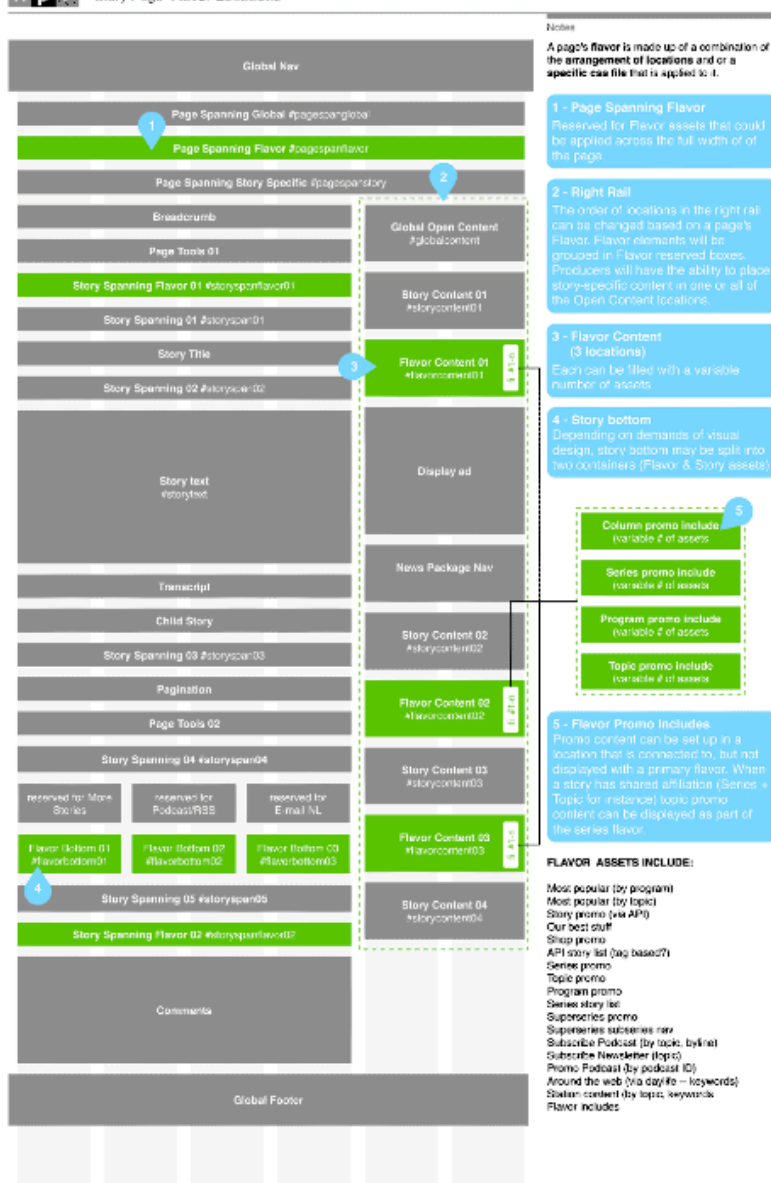
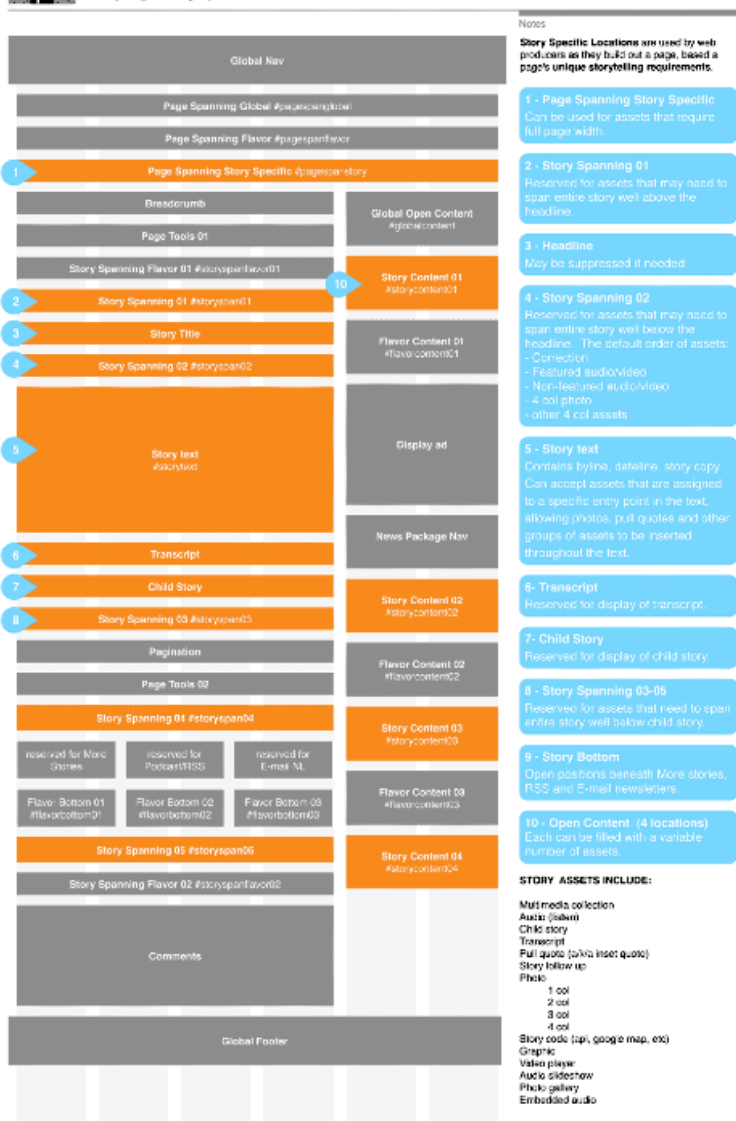
**5 - Story text**

Contains byline, dateline, story copy. Can accept assets that are assigned to a specific entry point in the text, allowing photos, pull quotes and other groups of assets to be inserted throughout the text.

**6- Transcript**

Reserved for display of transcript







March 12, 2011

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## Along Libyan Highway, Fears Of 'Chaos, Civil War'

by PETER KENYON



Listen to the Story

Weekend Edition Saturday

[4 min 28 sec]

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[Download](#)  
[Transcript](#)



John Moore/Getty Images

Libyan rebels battle government troops as smoke from a damaged oil facility darkens the front-line sky Friday in Ras Lanuf, Libya.

March 12, 2011

text size A A A

The conflict between Libyan leader Moammar Gadhafi's forces and anti-government rebels runs from East to West along the coastal highway, with much of the fighting located near the oil port of Ras Lanuf. The area between the city and the Gadhafi stronghold of Sirte is the scene of explosions and gunfire, charging rebels and circling fighter jets.

But wander just a short way off the highway, and you sometimes find a semblance of normal life, laced with anxiety for the future.



Credit: NPR

Al-Ogeil is a village between the oil ports of Brega and Ras Lanuf. Normally a somnolent place, its gas station became a hub of rebel fighter activity this week, especially when the rebels abandoned parts of Ras Lanuf.

But just up the hill, quiet prevails. On one side of a dust-and-sand road, ramshackle stone houses are scattered in various states of disrepair. On the other side sits a neat row of unfinished new houses. Residents say construction began six years ago, but they were never finished.

Why not? "Because Gadhafi is our leader," comes the reply.

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3. Big Changes For Beleaguered 'Spider-Man'
4. Explosion Rocks Japanese Nuclear Plant

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Arab League Asks For No-Fly Zone Over Libya

Euro Leaders Surprise With Crisis Deal

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## #2 Content & Technology Are Inextricably Linked

Good Tools  
Good People  
...  
Flexible Content





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## NPR Poll: Congressional Battleground

June 15, 2010

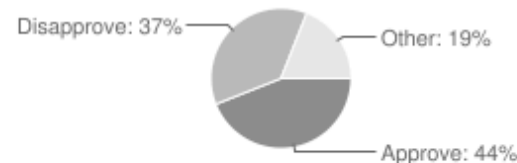
text size **A A A**

To gauge what voters are thinking in House districts where surveys show the races will likely be tight in November and a switch in party control is possible, Democratic firm Greenberg Quinlan Rosner Research and Republican firm Public Opinion Strategies conducted a poll of 1,200 "likely" voters in 60 battleground districts that elected Democrats in 2008 (one of the seats is vacant) and 10 districts now represented by Republicans. The full poll, including the [list of battleground districts](#), is [here](#).

### Attitude Toward Incumbents

Do you approve or disapprove of the way [your incumbent House representative] is handling [his or her] job as a member of the U.S. Congress?  
(Skipped if open seat)

Margin of error: +/- 3.5 percentage points



As you may know, there will be an election for your representative to Congress in November this year. Do you think you will definitely vote to re-elect [your incumbent House representative] to Congress, probably vote to re-elect [your incumbent House representative], probably vote for someone else, or definitely vote for someone else? (Skipped if open seat)

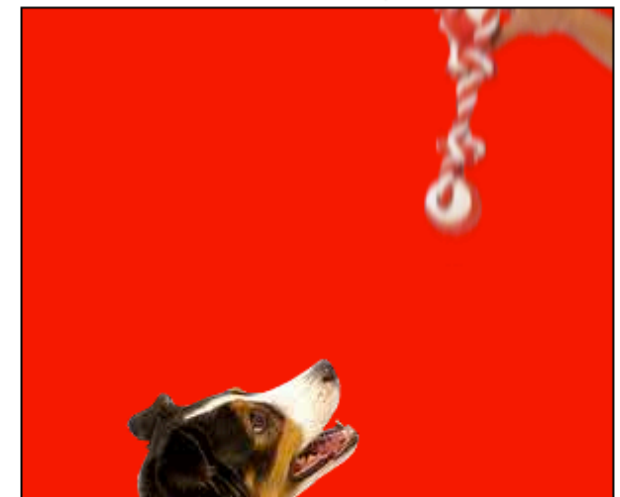
## it's all **POLITICS**



- Justice Official Hits New Black Panther Party Voting-Rights Probe
- Stephen Colbert Gives 'Truthiness' Jolt On Capitol Hill

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## NPR Poll Shows Tough Road Ahead For Democrats

by MARA LIASSON



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Morning Edition

[5 min 6 sec]

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↓ Download

📄 Transcript

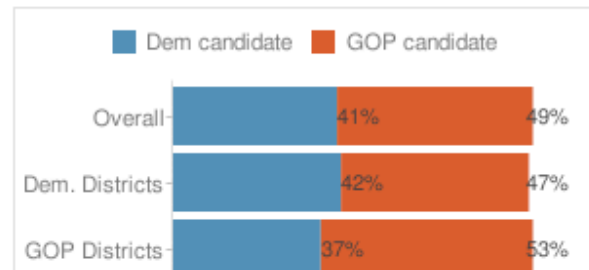
June 15, 2010

text size A A A

A new public opinion survey for NPR shows just how difficult it will be for Democrats to avoid big losses in the House this November.

Democrat Stan Greenberg and Republican Glen Bolger conducted the first public battleground poll of this election cycle. They chose the 70 House districts experts regard as most likely to oust incumbents this fall. What they found was grim news for Democrats.

### View Selected Poll Results And Methodology



For this poll, Bolger and Greenberg chose the districts where incumbents are considered the most vulnerable, and, in the case of open seats, the ones most likely to switch party control in November. Sixty are currently held by Democrats — many of whom won these seats even when voters in the same district preferred Republican John McCain for president in 2008. The other 10 districts are the flip side — held by Republicans in the House, even though their

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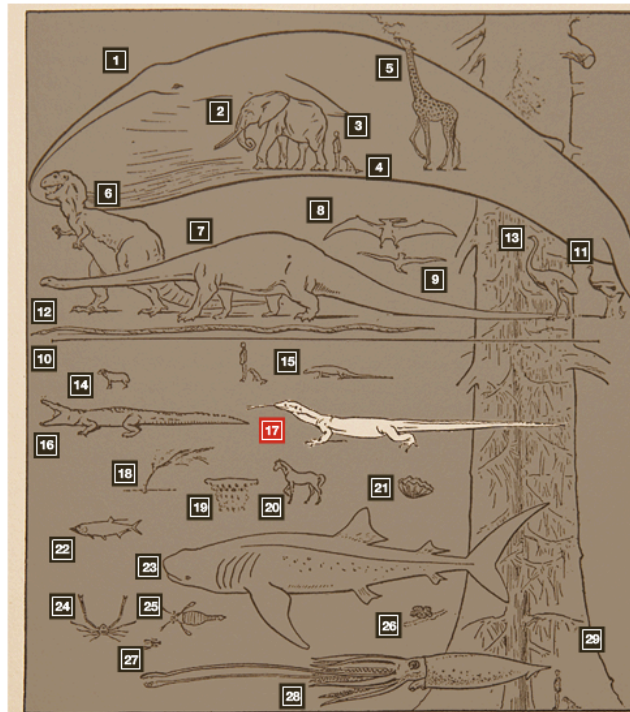
Get the app >

News > Science > Animals

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## The Largest Animals and Plants in the World

Scroll over the illustration to learn more about 29 of the world's largest animals and plants, as of 1931 that is. The image is from "The Science of Life," by H.G.Wells, J.S. Huxley and G.P.Wells, published in 1931. [Back to the Krulwich Wonders blog post.](#)



### 17 Megalania or Giant Ripper Lizard

(*Varanus prisca* or *Megalania prisca*)

Size: Ranges from 11.5 feet to more than 16 feet

Remains show that giant ripper lizards ate kangaroo-like animals.



Image Source: Nobumichi Tamura

Credit: Maggie Starbard, Whitney Blair Wyckoff, Stephanie d'Otreppe



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## NEWS


### Top Stories


#### The Largest Animals and Plants in the World


Published: August 30, 2010

Scroll over the illustration to learn more about 29 of the world's largest animals and plants, as of 1931 that is. The image is from "The Science of Life," by H.G.Wells, J.S. Huxley and G.P.Wells, published in 1931. Back to the Krulwich Wonders blog post. [Copyright 2010 National Public Radio]

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**Krulwich Wonders...**

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## art & design

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View caption Robert Haas/National Geographic

### What Vikings Would See, If They Could Fly


(1) (7)

Aerial photographer Robert Haas has a new book, showing the Arctic from a Viking's vantage point.



### Pictures Of Punk Rock And Pop Art: Remembering Max's Kansas City

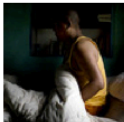
(5) (9)



### A Kitchen Revolution Aimed At Freeing Women

(47) (62)

On Weekend Edition Saturday Playlist



### A Day In The Life Of A Tibetan Monk


(21) (42)

the picture show

### Picturing Progress: A U.N. Photo Contest

(1) (7)

September 16, 2010 Sponsored by the United Nations, *Picture This* visualizes the Millennium Development Goals.



## THE picture SHOW


- What Vikings Would See, If They Could Fly
- [Pictures Of Punk Rock And Pop Art: Remembering Max's Kansas City](#)

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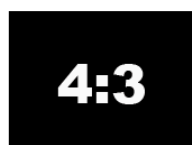
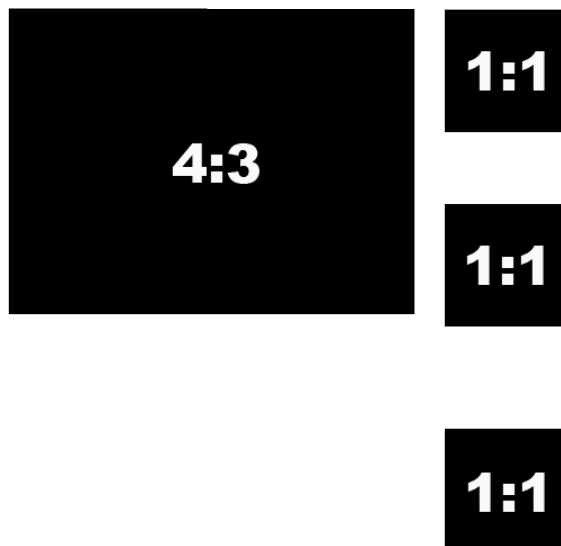


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for iPhone and iPod touch  
It's love at first listen.

## search art & design

Search











# Good Crop. Bad Crop.

Images are even more important in our newest site design. Good crops are essential to great page design.

## Original image

---



uncropped

## Story page/featured area image

---



good crop



bad crop

For images used on the story page or in featured areas, it is better to include more detail. The bad crop is too tight and doesn't give enough sense of place.

## Square promo image

---



good crop



bad crop

When cropping promo images, it is important to make a tight crop. At a small size, you can see how the bad crop becomes tough to understand.

Image

rotate left | rotate right

Original Dimensions: 889 x 667px  
Selected Area: 650 x 488px



Crop	Columns	View
(Archive)		
<input checked="" type="radio"/> Standard - 4:3	2	
<input type="radio"/> Wide - 16:9	4	
<input type="radio"/> Square - 1:1		
<input type="radio"/> Custom	2	
<input type="radio"/> Brick		
<input type="radio"/> Alt Promo		
<input type="radio"/> Vertical - 3:4	2	
<input type="radio"/> Enlargement	None	
<div>Perform crop</div>		
Primary Crop: <div>Standard</div>		

<< Back | Cancel | Next >>

Image

rotate left | rotate right

Original Dimensions: 889 x 667px  
Selected Area: 650 x 488px



Crop	Columns	View
(Archive)		
<input type="radio"/> Standard - 4:3	2	
<input checked="" type="radio"/> Wide - 16:9	4	
<input type="radio"/> Square - 1:1		
<input type="radio"/> Custom	2	
<input type="radio"/> Brick		
<input type="radio"/> Alt Promo		
<input type="radio"/> Vertical - 3:4	2	
<input type="radio"/> Enlargement	None	

<< Back | Cancel | Next >>

Image

rotate left | rotate right

Original Dimensions: 889 x 667px  
Selected Area: 650 x 488px








Crop	Columns	View
(Archive)		
<input type="radio"/> Standard - 4:3	<input type="text" value="2"/>	
<input type="radio"/> Wide - 16:9	<input type="text" value="4"/>	
<input checked="" type="radio"/> Square - 1:1		
<input type="radio"/> Custom	<input type="text" value="2"/>	
<input type="radio"/> Brick		
<input type="radio"/> Alt Promo		
<input type="radio"/> Vertical - 3:4	<input type="text" value="2"/>	
<input type="radio"/> Enlargement	<input type="text" value="None"/>	

<< Back | Cancel | Next >>



# Image Data in the API

Crop	View
<input type="radio"/> Standard - 4:3	
<input type="radio"/> Wide - 16:9	
<input type="radio"/> Square - 1:1	
<input type="radio"/> Custom	
<input type="radio"/> Brick	
<input type="radio"/> Alt Promo	
<input checked="" type="radio"/> Vertical - 3:4	

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```

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height="400" width="225"/>
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```
</image>
```

### ***#3 Team structure based on Tech/Content link***



***#3 Team structure should recognize Tech/Content link***

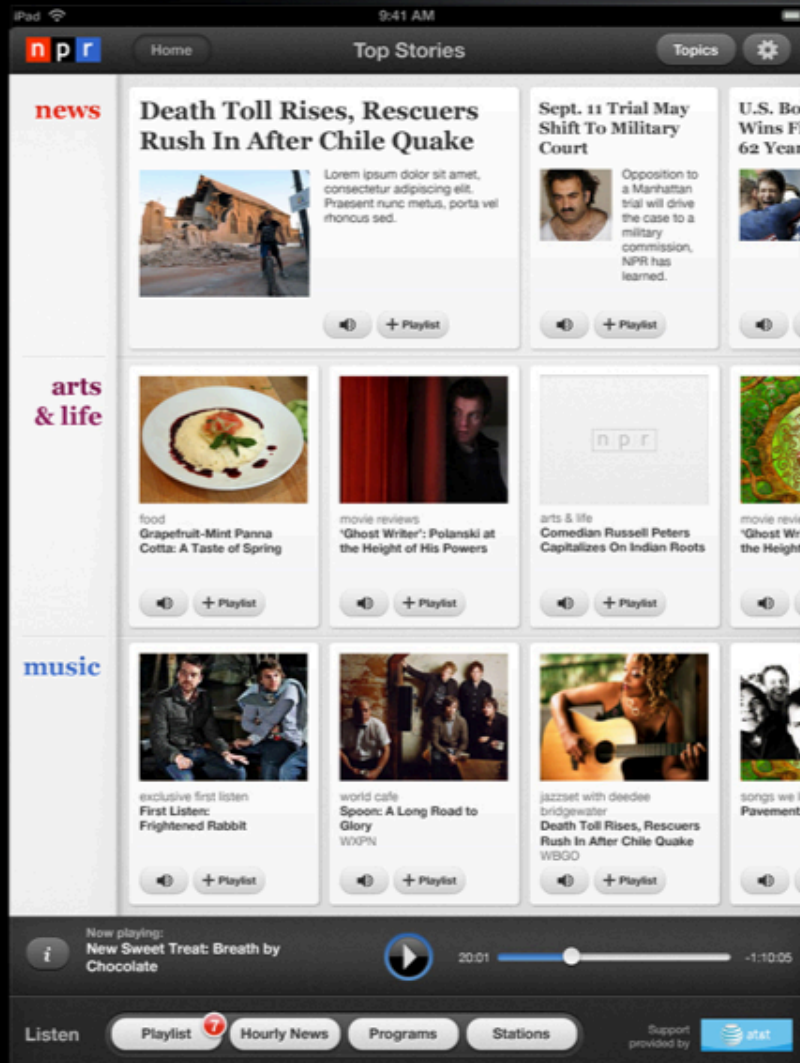
Good Tools  
Good People

...

Flexible Content





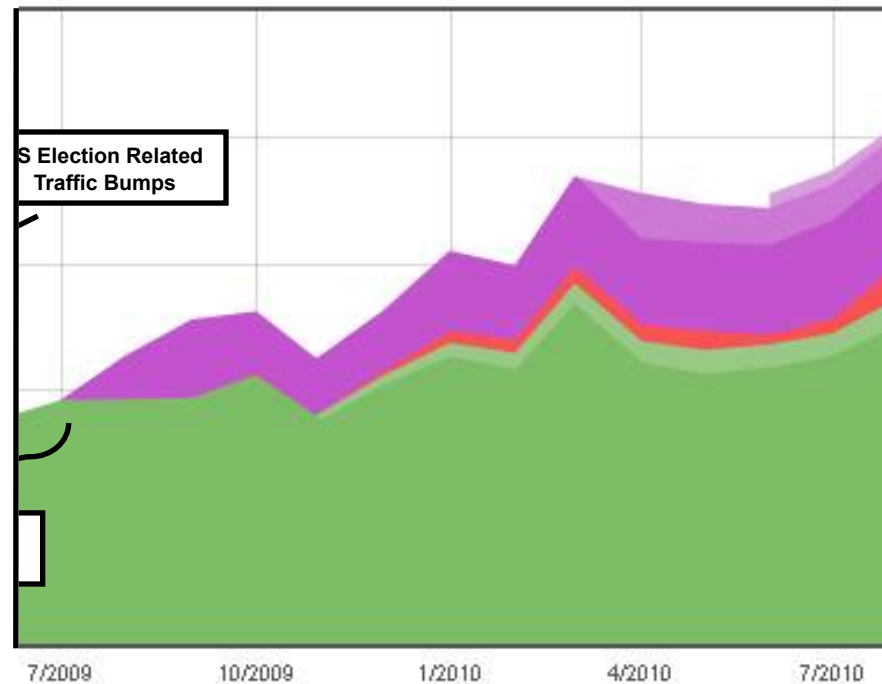


## **#4 .... Its an investment**

**“I had to actually purchase a book to learn the API and write the client.”** *Shawn Fanning of Napster Fame on MS API*



## #4 Its an investment ...




Shown in Millions. Source: Omniture. Last updated: Mar. 09 2011. Current month estimated and updated daily.

... Not Magic, but Does Allow Cool Things

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 2 of 14

**Japan Nuclear Plant Hit By Second Blast**  
A second explosion occurred Monday at a nuclear power plant in Fukushima, and officials are reporting new cooling problems at a third reactor in the wake of Friday's powerful earthquake and tsunami. Partial meltdowns are now suspected at three of the six reactors at the Daiichi plant.

- A/D: Millions Lack Water, Food, Heat
- HELP: Donation Information
- LIVE BLOG: Disaster In Japan
- PRIMER: Nuclear Crisis

**High Gas Prices May Tap The Brakes On Spring Break**  
Economists say \$4 a gallon is the threshold price that causes drivers to change plans.

**How To Beat Sleep Apnea? Cut It Out (Surgically)**  
Doctors tackle a sleep disorder using surgery usually used to treat throat cancer.

- Tonsillectomy Helps Kids Sleep

**Key Elements Of NPR Gotcha Video Taken Out Of Context**  
Much of what an executive said during a secretly recorded lunch was presented in a misleading light.

from npr's politics blog

**Obama Call For More State Control In Education: Defying His GOP Image**

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South By Southwest: 2,000 Bands In Five Days

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**AUTHOR INTERVIEWS**  
**How A Son's Betrayal Brought Down Chicago's Mob**

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- Corning: From Cookware To Gorilla Glass WSKG
- Clinton Spokesman Quits After WikiLeaks Comments


**three books...**  
**Wilderness Tales To Awaken Your Natural Spirit**


**music interviews**  
**When Neil Diamond Finally Put Himself Into His Music**

**npr double take**  
**Double Take Toons: Nuclear Crisis In Japan**

**music**  
**How To Transform The Number Pi Into A Song**

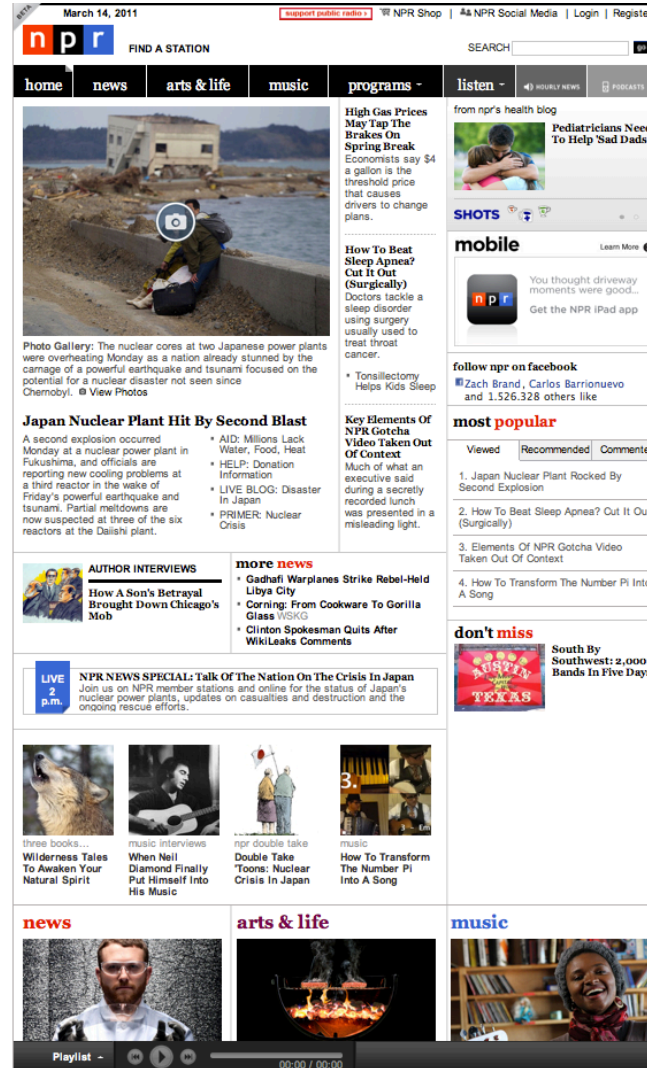
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 technology

**arts & life**  
 food

**music**  
 tiny desk concerts



# HTML5 Version of NPR.org (npr.org/tablet)



## #5 It Does Drive the Business Forward

### **Launch Expectations:**

Improvements to development efficiencies for NPR.org

Some sophisticated stations will use the API

Partner integration will be easier

The public will do amazing things with the API

### **Actual Results:**

NPR dramatically improved development efficiencies

NPR's mobile strategy took off

Some sophisticated stations have used the API

Partner integration has been easier

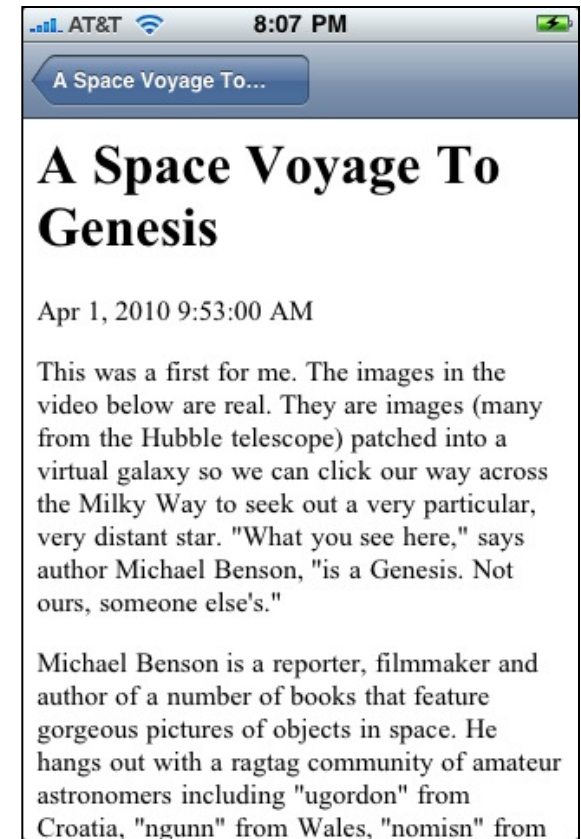
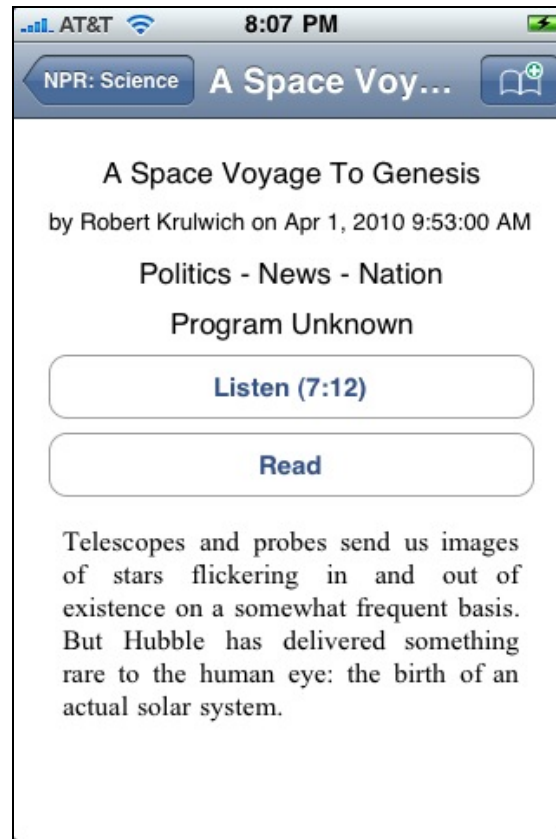
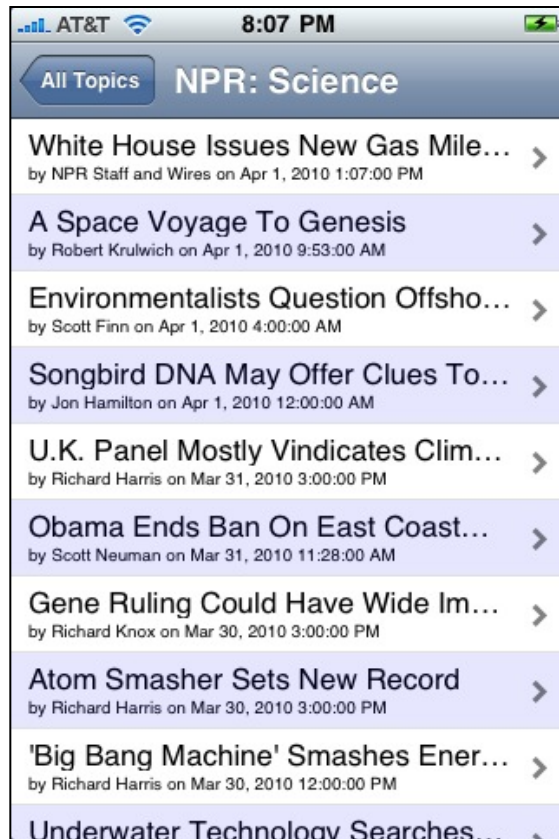
API has facilitated business development opportunities

The public has done some interesting things





# NPR Addict iPhone App



## #5 It Does Drive the Business Forward

### Launch Expectations:

Improvements to development efficiencies for NPR.org  
Some sophisticated stations will use the API  
Partner integration will be easier  
The public will do amazing things with the API

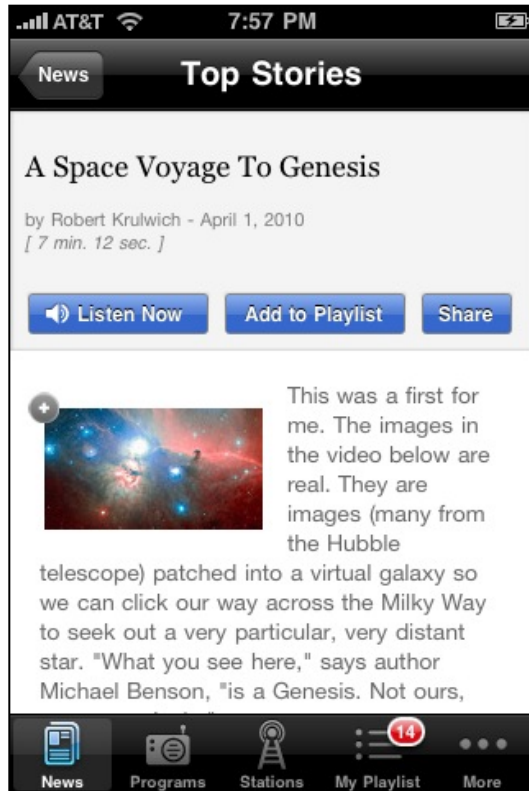
### Actual Results:

NPR dramatically improved development efficiencies  
NPR's mobile strategy took off  
Some sophisticated stations have used the API  
Partner integration has been easier  
API has facilitated business development opportunities  
The public has done some interesting things  
We've been able to do amazing things **with** the public





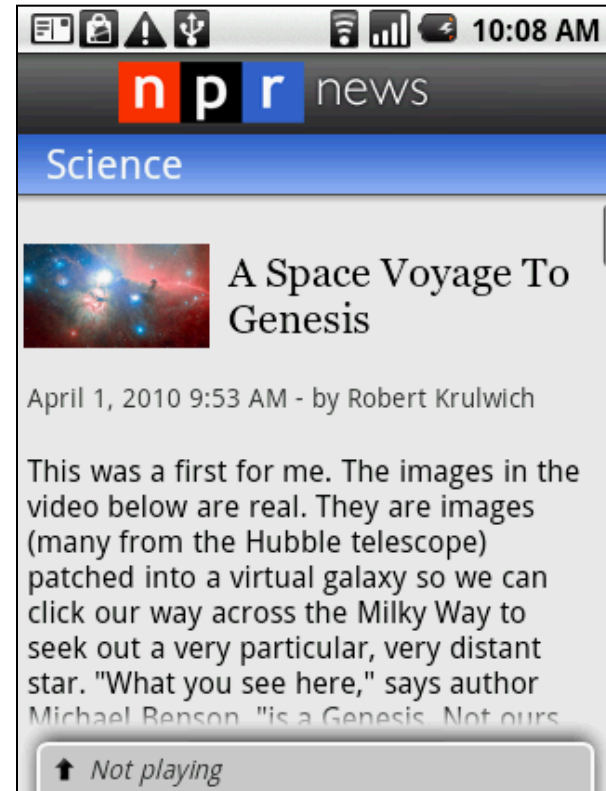
## Paid Dev



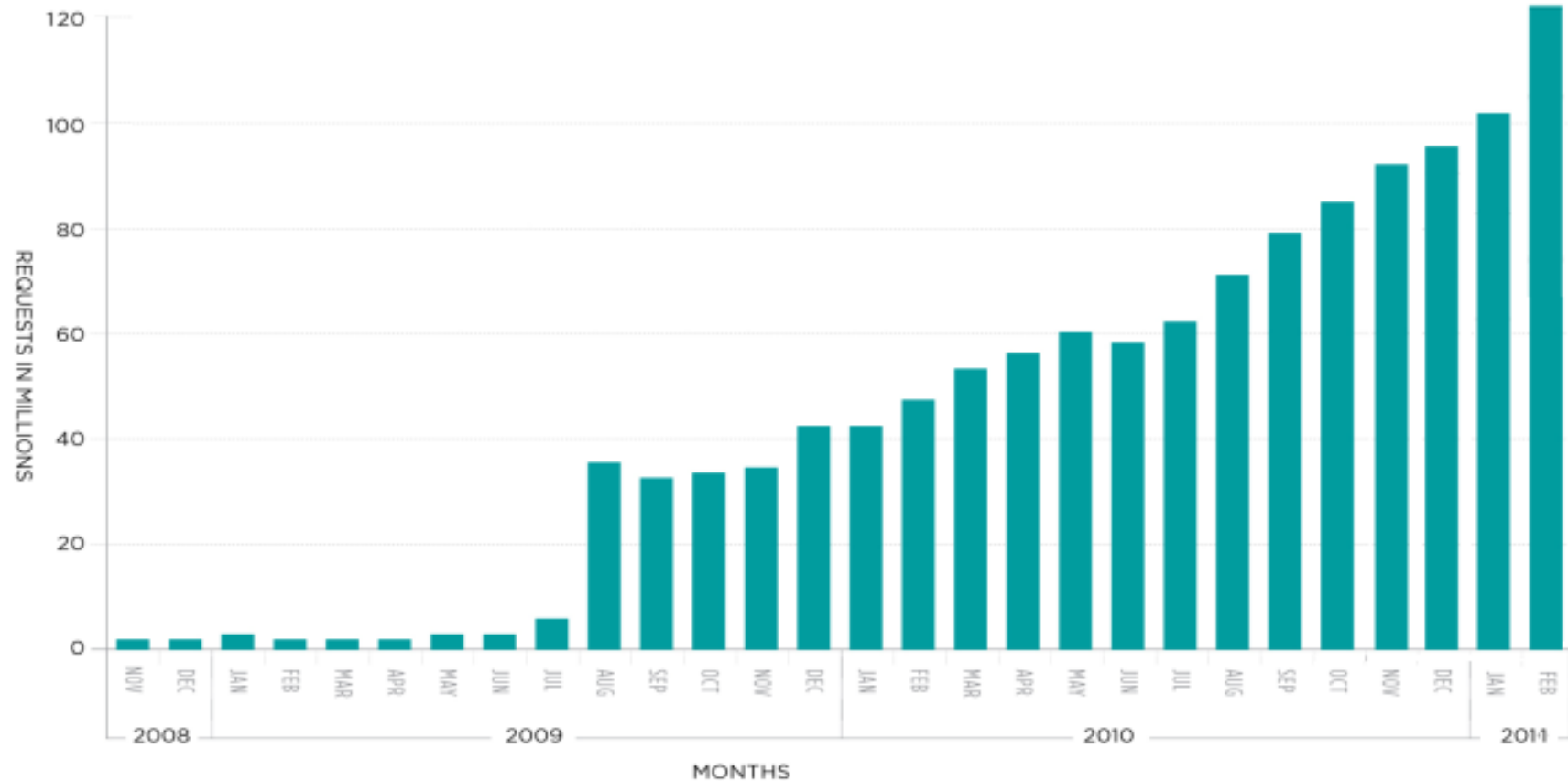
\$\$\$



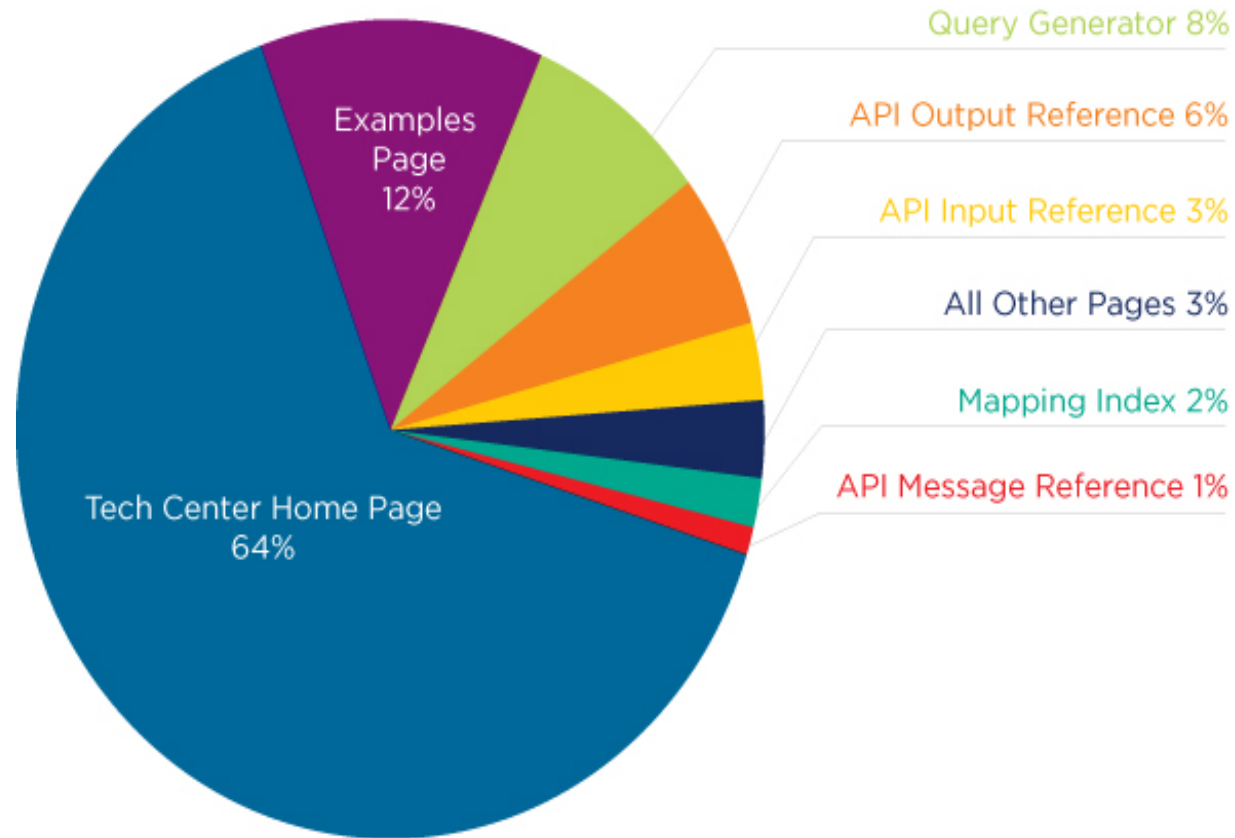
## Public Dev



## #5 It Does Drive the Business Forward

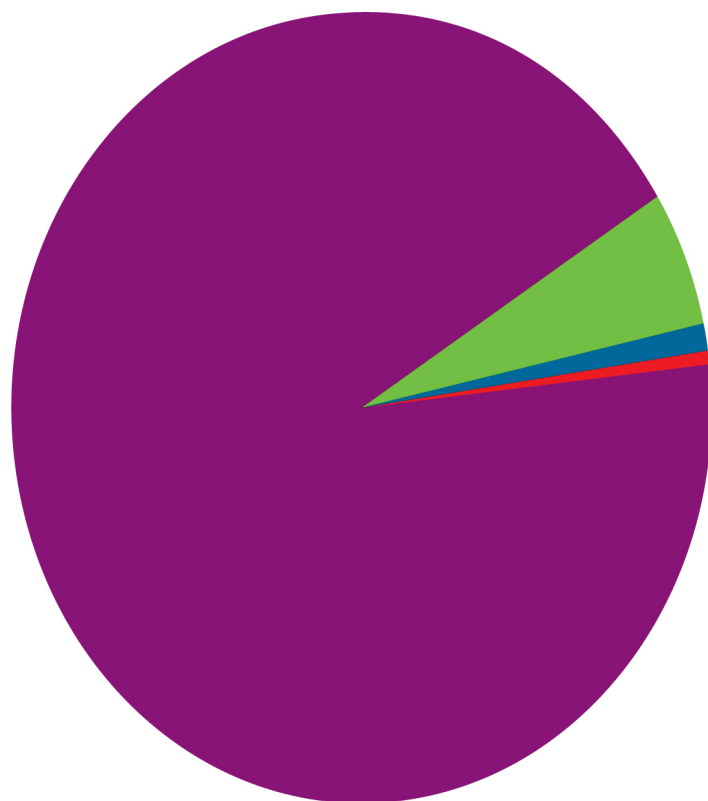


## #7 People are interested in *Examples* more than Documentation



# #8 You will eat your own dog food

API KEYS BY AUDIENCE



 NPR

 Station

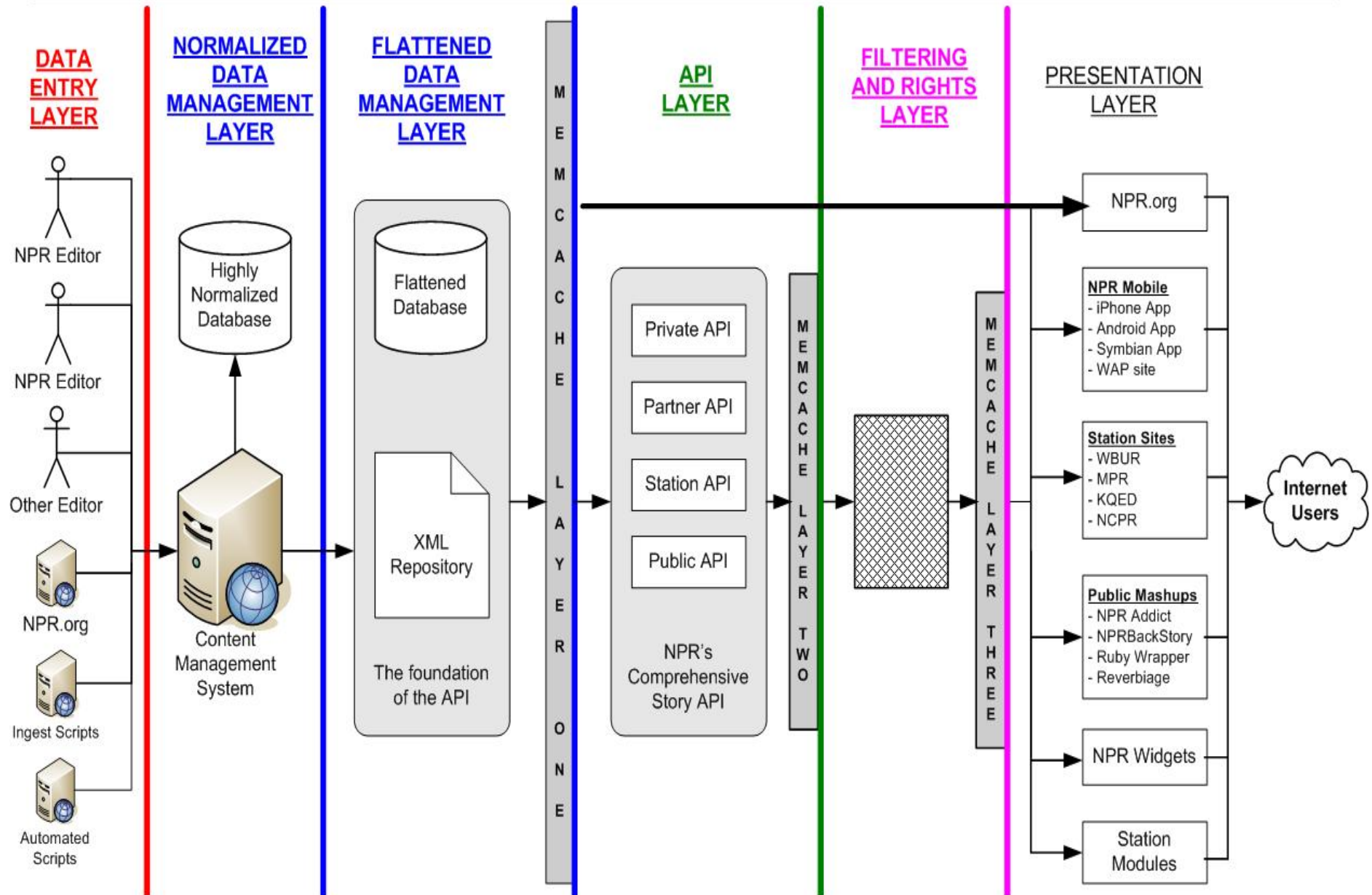
 Partner

 Public

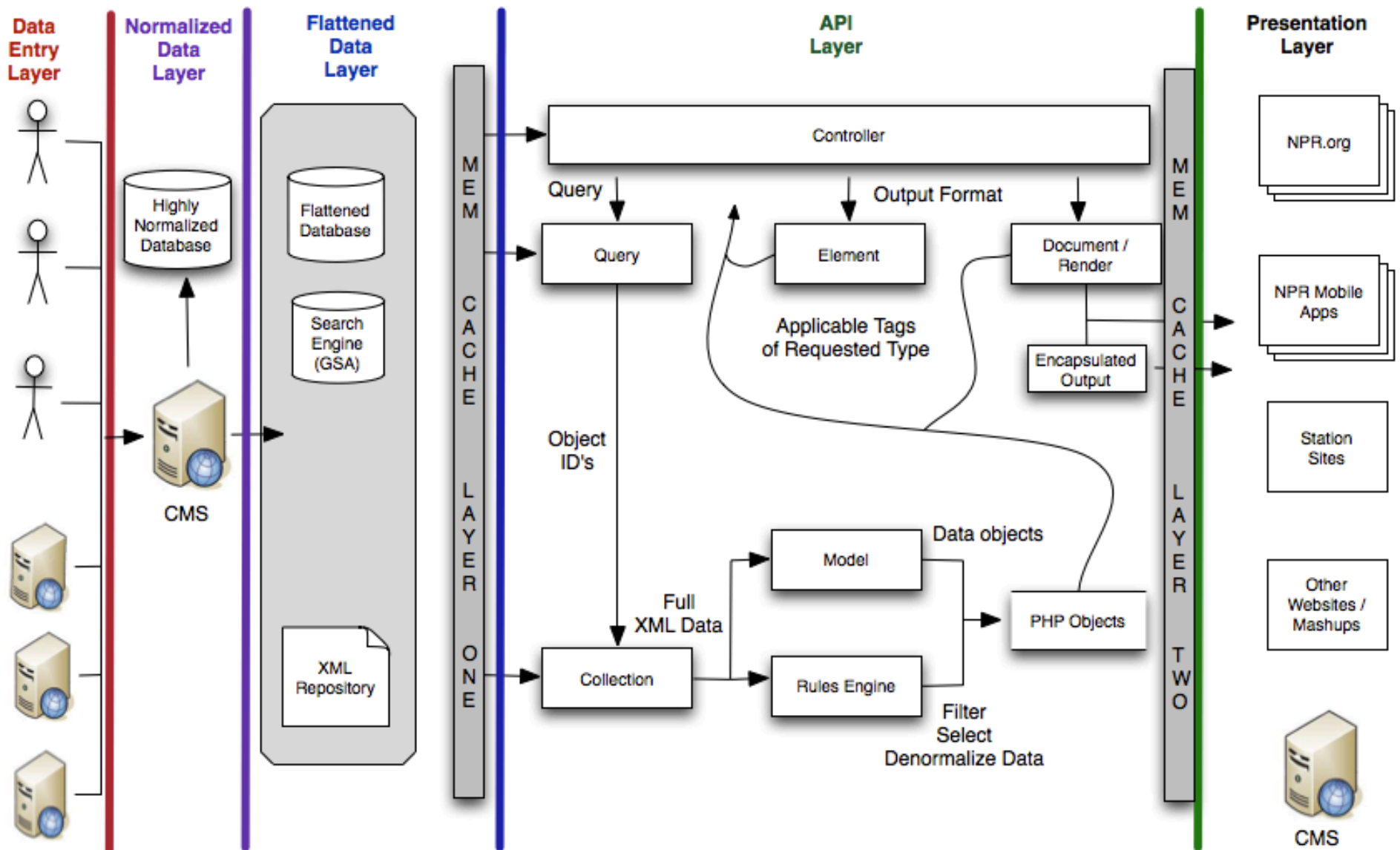


# #9 Our Architecture (2008) Struggled with Change

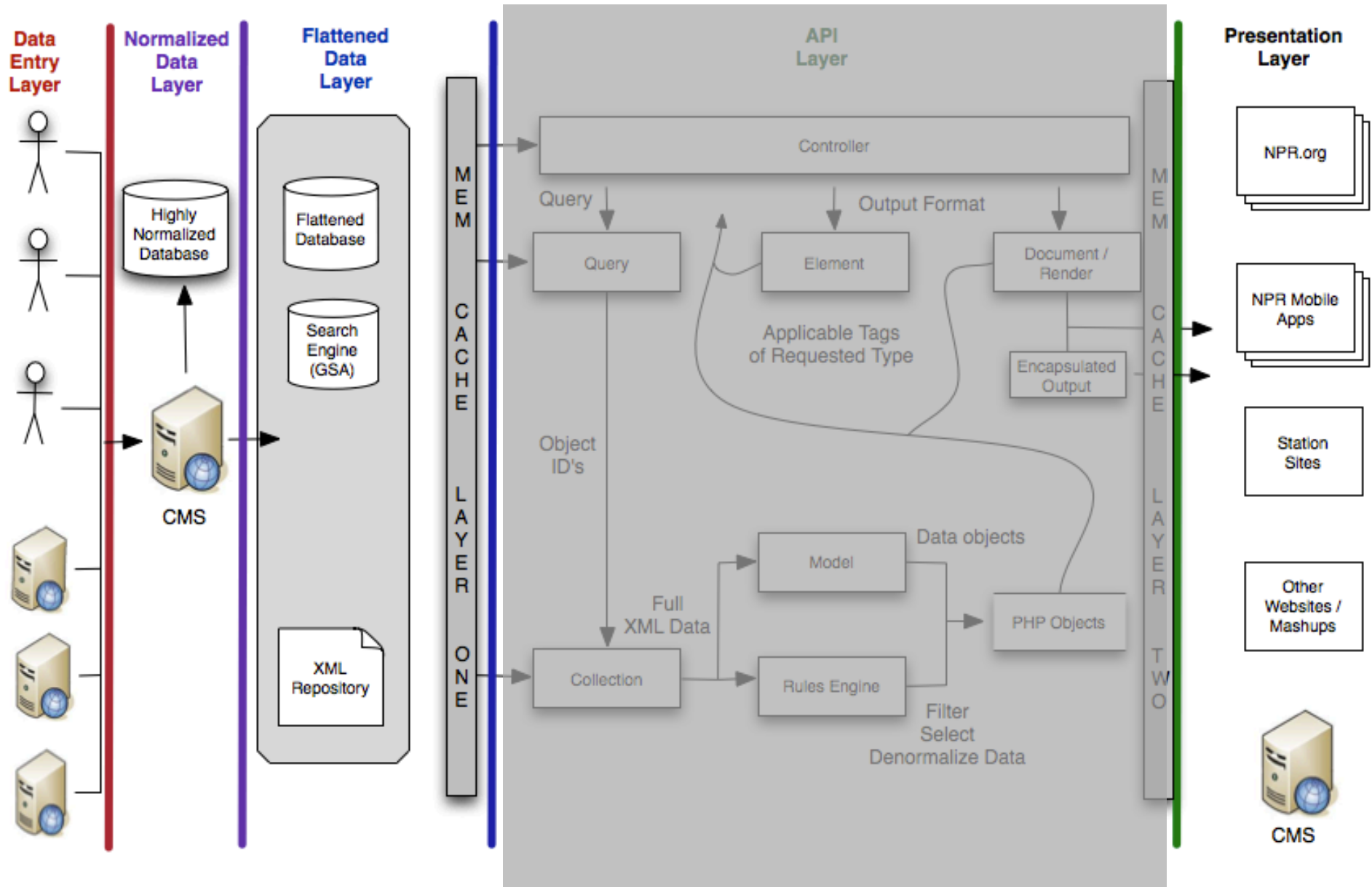
NPR's Content Management Pipeline - Demonstrates COPE (Create Once, Publish Everywhere)



# The New Architecture of COPE

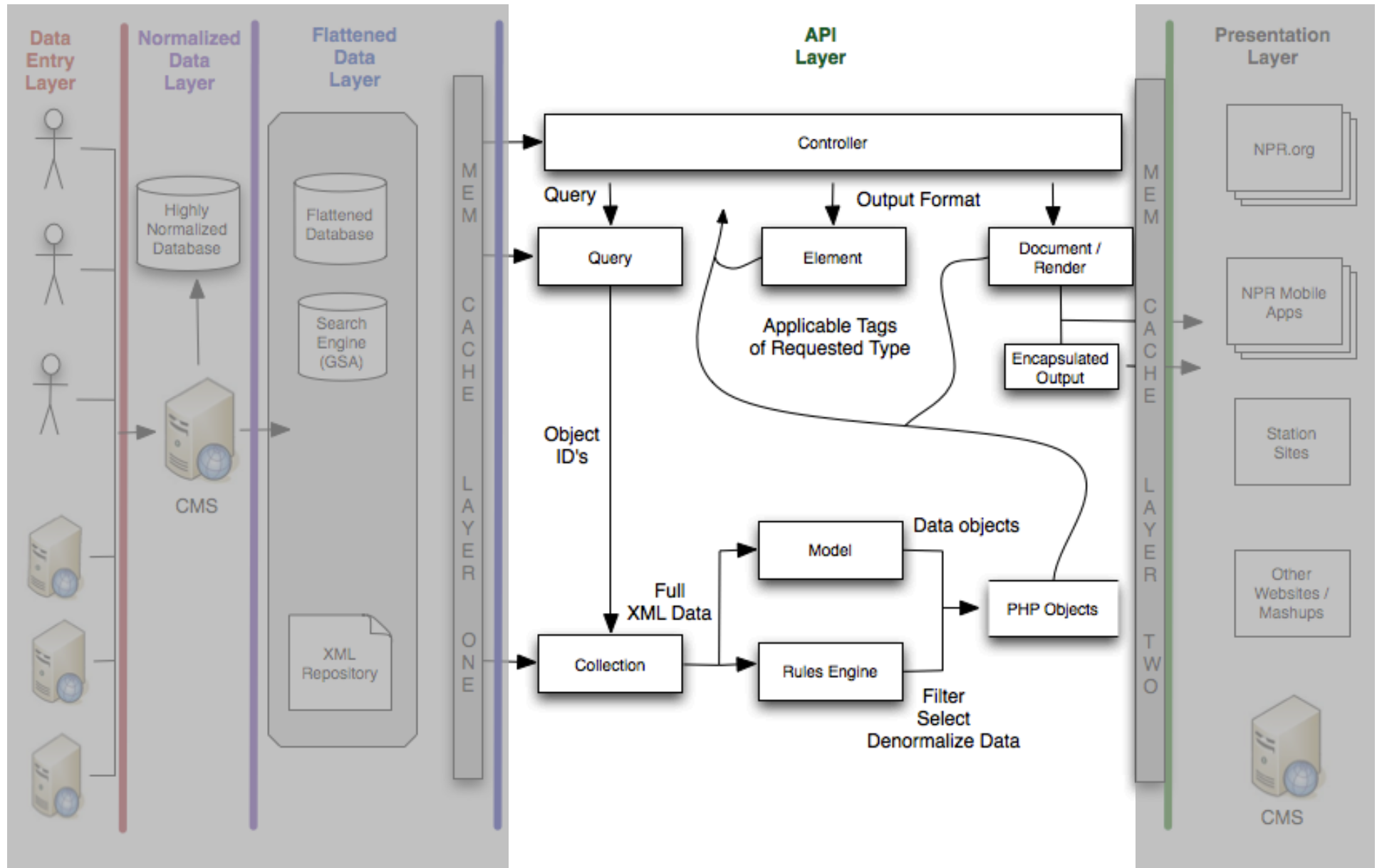


# The New Architecture of COPE

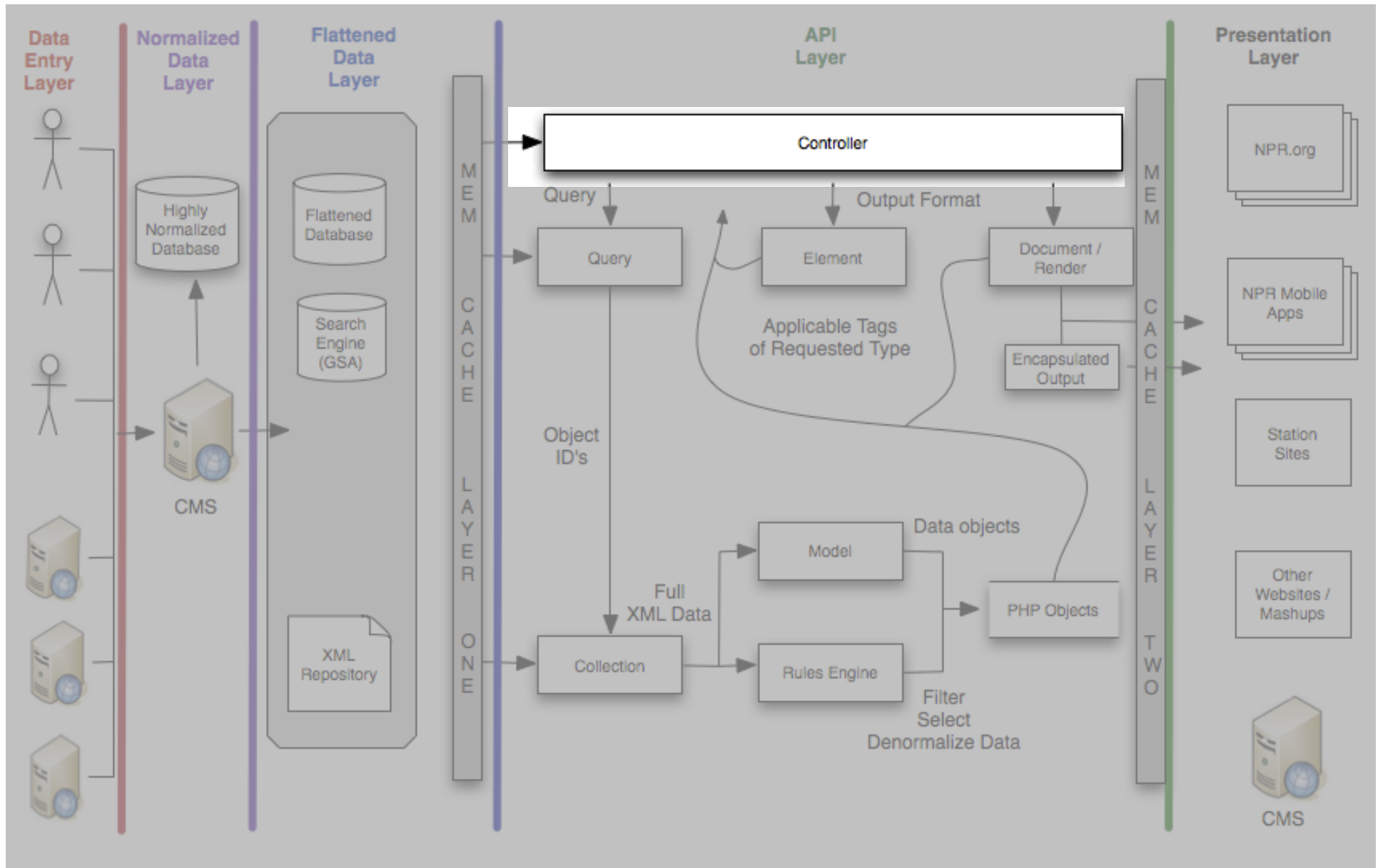




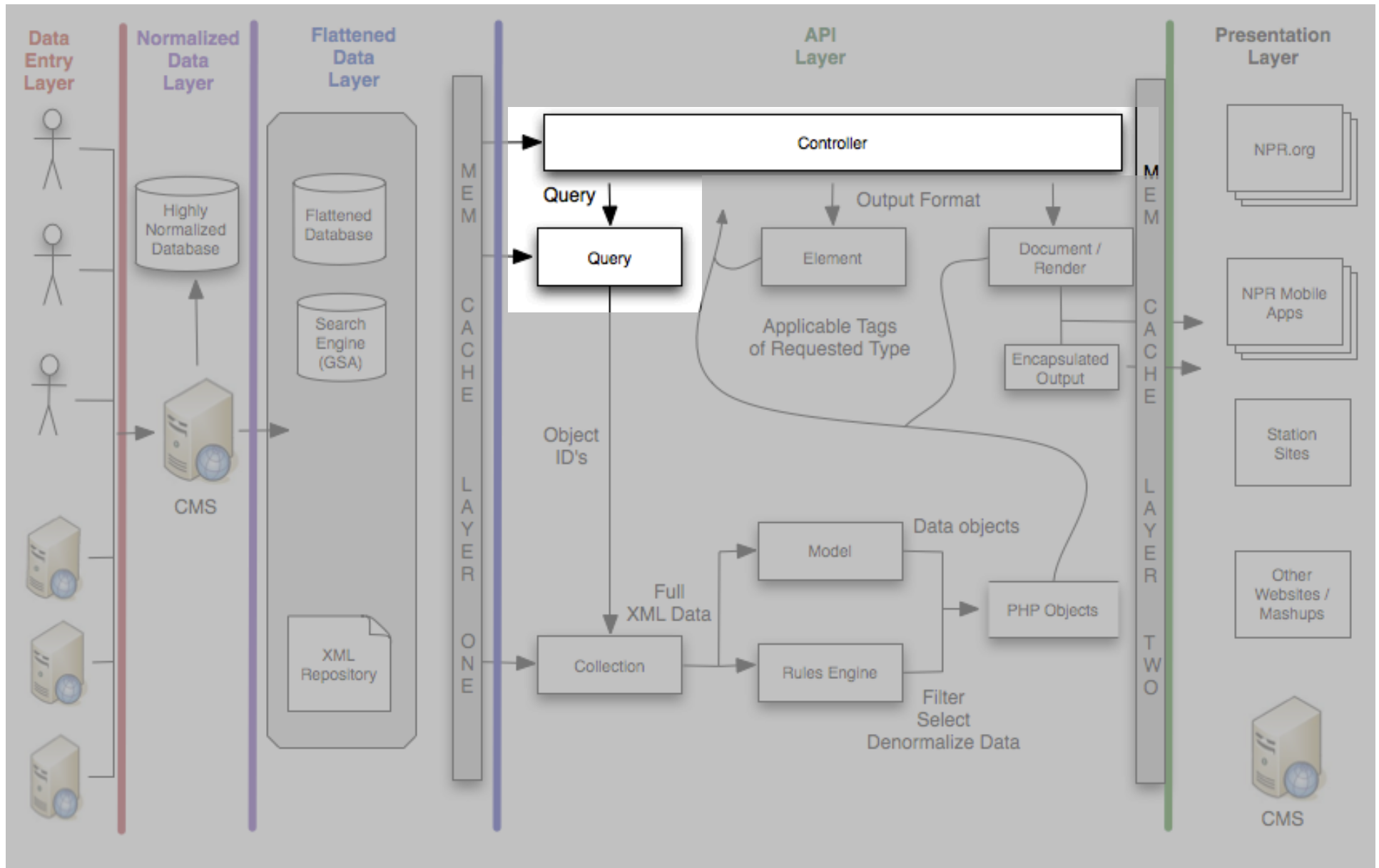
# The New Architecture of COPE



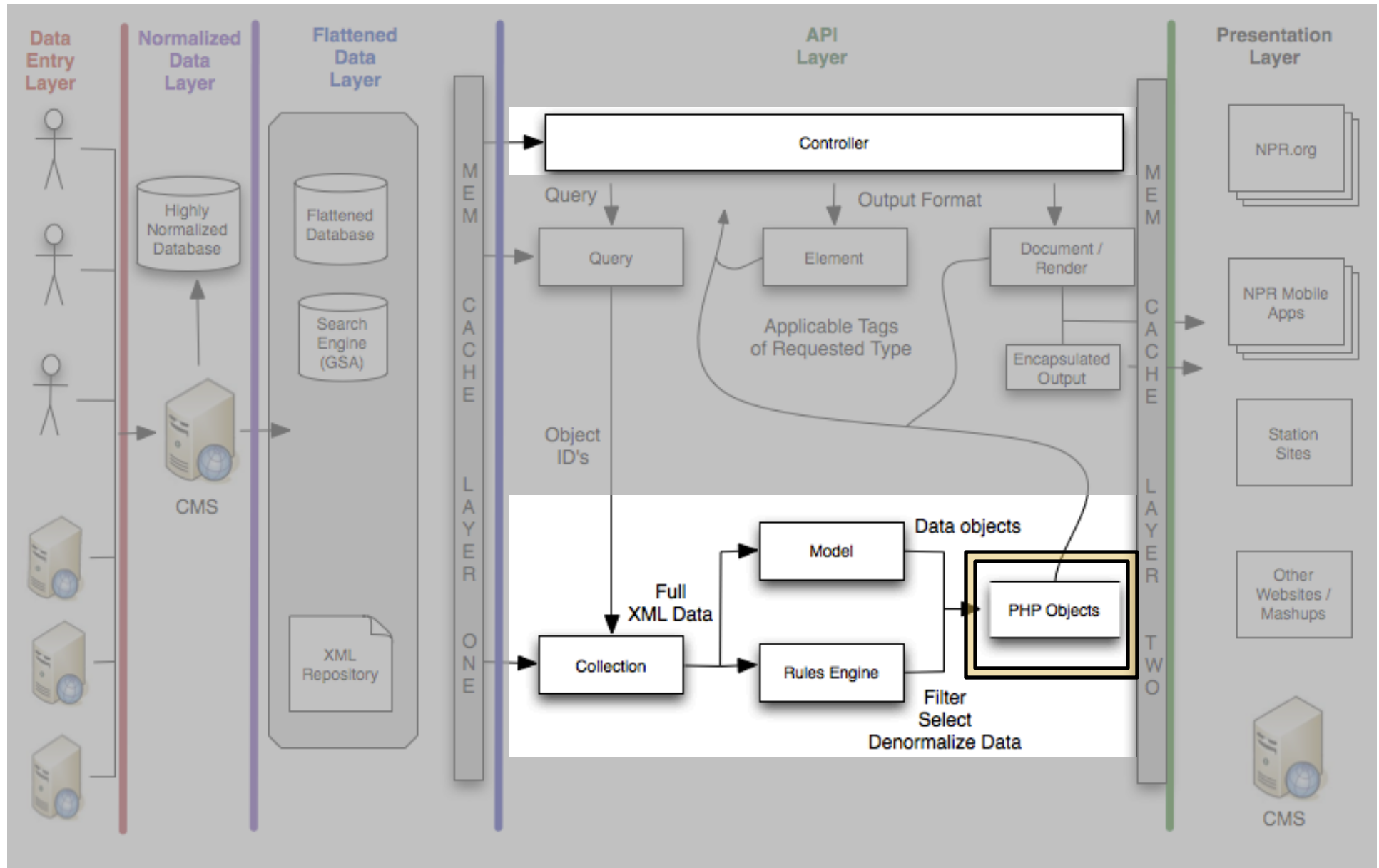
# The New Architecture of COPE



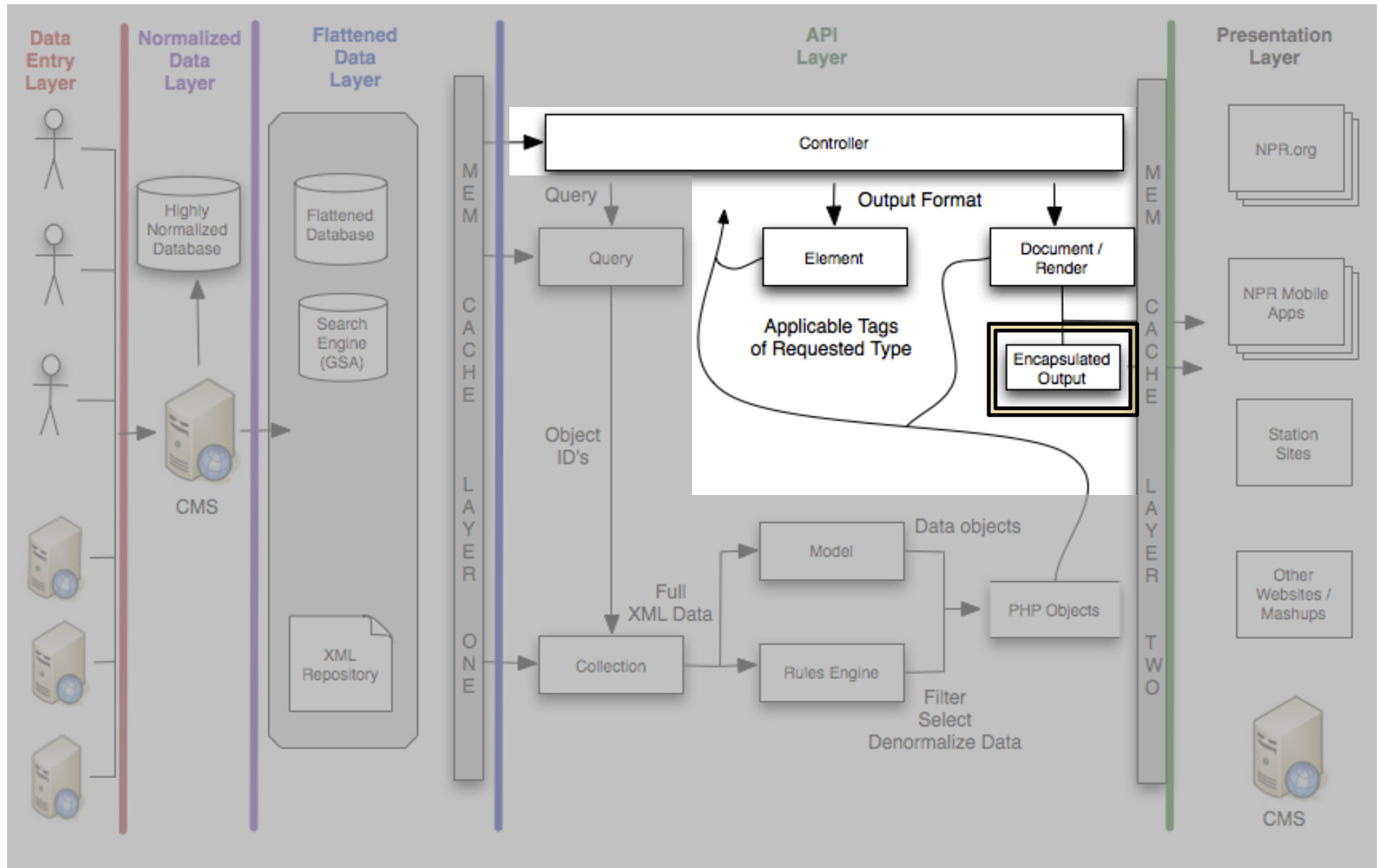
# The New Architecture of COPE



# The New Architecture of COPE



# The New Architecture of COPE



# Results of New Architecture

- Response time is 22% faster (0.45 -> 0.35s)
- Eliminated many (slightly) inaccurate returns
- Faster Development on the API
- Cleaner Separation of Output formats
- No more use of Xpath Queries
- Easier Ramp up for New Developers



# #10 There are Lots of Lame Excuses Why Not


- People Can Steal Your Content
- Leadership Doesn't understand what an API is / Benefits
- Building an API Doesn't Result in New Product for Your Customers
- You'll have to Replace CMS
- You Don't Have the Time/Money/Resources
- Your Data isn't Structured for it Today
- The Benefits are Intangible
- It's Too Risky
- Requires Too Much Investment
- Too Many Other Priorities



# What's New and What's Coming

## ■ Collections

**NEW MIX: BRIGHT EYES, G-SIDE, AND MORE**



**Nat Geo**  
Artist: G-Side  
Album: One... The Cohesive Album  
Song: Nat Geo

+ Add to Playlist

**Advisory:** This song contains explicit language not suitable for all audiences.

For more on this album, visit the artist's website.

```
<collection>
<title> New Mix: Bright Eyes, G-Side, And More</title>
<member id="132652688">
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  <audio refId="132652704" num="3"/>
  <song refId="132649319" num="4"/>
  <memberText num="5"><![CDATA
    [<p><em><strong>Advisory: </strong>This song contains
      explicit language not suitable for all audiences.</em></p>]]
  </memberText>
  <link refId="132652740" num="6"/>
</member>
```



HOME LISTEN CONCERTS INTERVIEWS MUSIC NEWS MUSIC PROGRAMS MUSIC BLOGS FIND ARTISTS A-Z

**ALL SONGS CONSIDERED**

Twitter Facebook Share Comments (13) Recommend (34)

**New Mix: Bright Eyes, G-Side, Wire And More**

**Hear The Discussion**  
All Songs Considered [46 min 4 sec]

Add to Playlist  
Download

**Hear The Songs**

January 4, 2011 text size A A A

After exploring folk- and country-flavored music on his last couple of albums, **Bright Eyes** frontman **Conor Oberst** returns to experimental rock and pop on the band's latest release, *The People's Key*. It's not due out until Feb. 15, but we've got a sneak preview on this week's episode of *All Songs Considered*. You can also hear why producer **Robin Hilton** thinks *The People's Key* is the best thing singer **Conor Oberst** has ever recorded.

Also on the program: the haunting harmonies of singer **Julianne Barwick**, Alabama hip-hop duo **G-Side**, the crazy sounds of avant-garde saxophone player **Colin Stetson**, rediscovered psychedelic rock from Zambia and new music from the veteran English post-punk band **Wire**.

**NEW MIX: BRIGHT EYES, G-SIDE, AND MORE**

**Nat Geo**  
Artist: G-Side  
Album: One... The Cohesive Album  
Song: Nat Geo

Add to Playlist

**Advisory:** This song contains explicit language not suitable for all audiences.  
For more on this album, visit the artist's website.

**Evelop**  
Artist: Julianna Barwick  
Album: The Magic Place  
Song: Evelop

Add to Playlist

For more on this album, visit the artist's website.

**Judges**  
Artist: Colin Stetson  
Album: New History Of Warfare Vol. 2: Judges  
Song: Judges

Add to Playlist

For more on this album, visit the artist's website.

**Dark Sunrise**  
Artist: Rikki Illonga and Masi-O-Tunya  
Album: Dark Sunrise  
Song: Dark Sunrise

Add to Playlist | Purchase Music

**ABOUT THE SHOW**  
Bob Bollen and Robin Hilton spin their favorite new tunes and live concert recordings from around the country. Listen and join the conversation.

Program Home  
Live Concerts  
Tiny Desk Concert

**LISTEN NOW: All Songs 24/7 Music Channel**

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**SEARCH ALL SONGS CONSIDERED**

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**FEATURED ARTIST**

**Explore Bright Eyes' full NPR Archive**

- Listeners Pick Love Songs for Valentine's Day
- New-Folk Poets Bright Eyes
- A Chat with Conor Oberst of Bright Eyes

**Explore Wire's full NPR Archive**

- First Listen: Wire, 'Red Barked Tree'
- Monitor Mixtape: The Underdogs
- Art-Rock Band Wire's First Incarnation

**LATEST FROM TWITTER**

Tonight's tough choice. Play in monthly confidence band or host/see @lowerdens @wy oak. Love both bands but I'm playing contradiction.  
about 15 hours ago






Good news @ WILDFLAG the sound of drums & guitars colliding. As good as I'd hoped.  
about 15 hours ago

Live online concert tonight Wy Oak and Lower Dens http://m.prntlvio @wy oak @lowerdens  
about 16 hours ago

Having problems with the All Songs Considered 24/7 stream? It's working

# What's New and What's Coming

- Collections
- Image Crops

Crop	View
<input type="radio"/> Standard - 4:3	
<input type="radio"/> Wide - 16:9	
<input type="radio"/> Square - 1:1	
<input type="radio"/> Custom	
<input type="radio"/> Brick	
<input type="radio"/> Alt Promo	
<input checked="" type="radio"/> Vertical - 3:4	

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# What's New and What's Coming

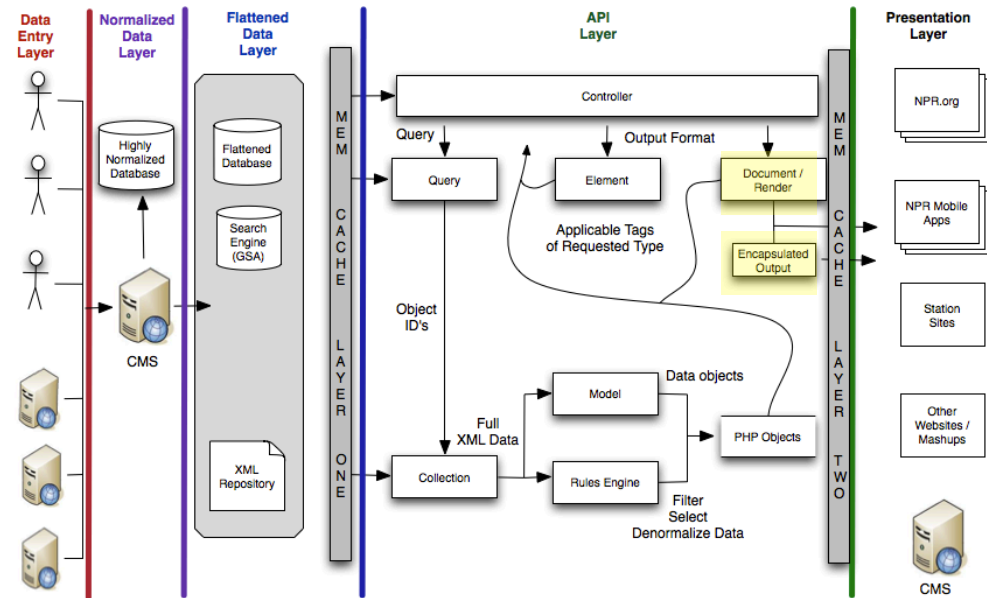
- Collections
- Image Crops
  - standard: 4:3
  - square: 1:1
  - wide: 16:9
  - brick: 300:138
  - alt promo: 4:3
  - vertical: 3:4
- New Output Types are Easier
  - Plists (Binary)

```
<?xml version="1.0" encoding="UTF-8"?>
<!DOCTYPE plist PUBLIC "-//Apple Computer//
DTD PLIST 1.0//EN" "http://www.apple.com/
DTDs/PropertyList-1.0.dtd">
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<dict>
  <key>Story_ID</key>
  <integer>12321312</integer>
  <key>Photo_ID</key>
  <integer>234523452345</integer>
  <key>Category</key>
  <string>Politics</string>
</dict>
</plist>
```



# What's New and What's Coming

- Collections
- Image Crops
  - standard: 4:3
  - square: 1:1
  - wide: 16:9
  - brick: 300:138
  - alt promo: 4:3
  - vertical: 3:4
- New Output Types are Easier
  - Plists (Binary)



# To Recap

- **Content & Technology Are Inextricably Linked**
  - Team Structure and Process Should Recognize this
- **To Be 'Findable' Your Content Should Be Flexible.**
- **Flexible Content (i.e. Embraces COPE):**
  - **Requires An Investment x2**
  - **Improves Content Creation Efficiency**
  - **Will Help Drive Growth / Relevancy**
  - **Revolutionizes Your Biz Dev**
  - **Creates Opportunities with Public**
  - **Accelerates Your Tech Development**






# Goddard

**Educator Features and Articles**

**STS-134 Space Shuttle Mission: Resources for Educators**



Find educational resources and information on NASA's STS-134 mission and crew.

[Read More](#)

**Imagination Fascination, Alive and Well**

**When NASA and Pharrell Align, Students Shine**

**NASA and Scouting**

**Gold Star Winners in NASA's Top Stars Contest**

[View Archive](#)

**Recent News**

**NASA Mission Seeks to Uncover a Rainfall Mystery**  
Scientists from NASA and other organizations are on a mission to unlock the mysteries of why certain clouds produce copious amounts of rain.

**GOES-13 Satellite Eyeing System With a High Risk of Severe Weather**  
The GOES-13 Satellite captured an image of the System With a High Risk for Severe Storms Today through a third of the U.S.

**NASA Prepares Satellite for a New Era of Earth Observation**  
NPP, a minibus-sized satellite, will monitor a broad range of land, ocean, and atmospheric phenomena and build on our knowledge of our home planet.

**Volume 7 Issue 2**

**Wallops Ushers in a New Age of Space Exploration**  
Pg 5

**Goddard's Eleventh Annual Sun-Earth Day Comes with a Tweeting Twist**  
Pg 6

**Goddard Interns Win First and Second Dworkin Awards for Undergraduates**  
Pg 8

**goddardview**

**Present Missions**

**ACE: Advanced Composition Explorer** →  
The Advanced Composition Explorer (ACE) is an Explorer mission that studies particles arriving from the Sun, interstellar, and galactic sources to contribute to our understanding of the formation and evolution of the solar system as well as the astrophysical processes involved.

**Adeos II: SeaWinds** →  
The SeaWinds instruments are designed to acquire accurate, high-resolution, continuous, all-weather measurements of global (land, ice, and ocean) radar cross-section and near-surface vector winds over the ice-free global oceans.

**AIM: Aeronomy of Ice in the Mesosphere**  
The AIM satellite mission is designed to explore Polar Mesospheric Clouds (PMCs), also called noctilucent clouds, to find out why they form and why they are changing.

**Aqua**  
Aqua, Latin for "water," is named for the large amount of information it is designed to collect about Earth's water cycle, including evaporation from the oceans, water vapor in the air, clouds, precipitation, soil moisture, ice, and more.

**Astro-E2/Suzaku**  
Astro-E2/Suzaku is a satellite for studying X-rays emitted by stars, galaxies, and black holes.

## General Interest Feeds:

- XML** [Breaking News \(http://www.nasa.gov/rss/breaking\\_news.rss\)](http://www.nasa.gov/rss/breaking_news.rss)
- XML** [Education News \(http://www.nasa.gov/rss/educationnews.rss\)](http://www.nasa.gov/rss/educationnews.rss)
- XML** [Image of the Day \(http://www.nasa.gov/rss/image\\_of\\_the\\_day.rss\)](http://www.nasa.gov/rss/image_of_the_day.rss)
- XML** [Large Image of the Day \(http://www.nasa.gov/rss/lg\\_image\\_of\\_the\\_day.rss\)](http://www.nasa.gov/rss/lg_image_of_the_day.rss)

# Questions?

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